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Audience Engagement Manager and Email Marketing

Full Time Regular
Professional

Today
Requisition ID: 1044

Salary Range:

\$50,700.00 To 65,910.00 Annually

DEPARTMENT: Strategic Communications and Campaigns

REPORTS TO: Deputy Director, Digital Communications and Marketing

PRIMARY OBJECTIVE: To provide day-to-day management of Bread for the World's/Bread for the World Institute's email communications, digital marketing, and audience engagement assets, overseeing especially their functionality, content, quality, and style, as well as provide support for website development and maintenance in connection with digital marketing campaigns.

PRIMARY RESPONSIBILITIES/ACTIVITIES (85 percent):

1. Helps manage and grow Bread's/Institute's email communications program and is responsible for the program's technical assets.
2. Develops emailing marketing and grassroots organizing strategy according to each targeted audience. Ensure expansion of each audience list according to pre-determined KPI's, by developing custom messaging and engagement related to specific community groups.
3. Manages, defines, executes, and interprets the results of A/B testing on Bread's/Institute's mass emails to ensure the best possible performance as appropriate, in consultation with the Senior Manager for Digital Campaigns.
4. Writes, edits, codes, and schedules emails delivered to Bread's/Institute's email network. This includes coding conditions to ensure there is a proper match with the recipient and the recipient's members of Congress. Editing is assigned and directed by the Managing Editor.
5. Collaborates with appropriate Bread/Institute department(s) as it relates to email subscriptions, including defining target audiences in consultation with Information Systems.
6. Coordinates with Information Systems to accurately generate the most up-to-date groups for audiences and suppressions.
7. Ensures that Bread/Institute complies with best practices and industry standards in email communications. Provides training to staff on writing effective emails upon request.
8. Coordinates, creates, manages, and updates audience segmentation lists within eCRM for key constituent communities of Bread for the World.

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9. Trains and collaborates with the Digital Analytics and CRM Manager to monitor, analyze, and evaluate email performance rates, including open rates, click rates, and action rates. Generates consistent results reports and analytics for Bread's/Institute's email campaigns. Recommends improvements to the program based on the data.
10. Defines and enforces internal email procedures in consultation with the Managing Editor and Senior Manager for Digital Campaigns, including deadlines in the email production schedule, as well as templates for all general email correspondence.
11. Maintains and updates all email templates and creates new templates in coordination with the Senior Manager of Design and Art based on organizational needs. Works with vendors to design and develop new templates as needed.
12. Helps plan and write copy and implement re-engagement campaigns focusing on non-active users in Bread's/Institute's mass email list.
13. Coordinates work with the Senior Manager for Digital Campaigns and Senior Manager for Web Development and Digital Technology to ensure the continuity of the user experience from email through to the website and other digital platforms.
14. Formats and disseminates digital publications including, Institute Insights, Prayers to End Hunger, and Bread Newsletter.
15. Serves on the cross-departmental Digital Campaign Team (Design and Tech) to design, plan, and implement digital campaigns for outreach to Bread's/Institute's online community. May provide leadership for projects within this team.
16. Improves Bread's email outreach to Latinos(as) and African American/Pan African communities, coordinating with the appropriate racial equity working groups.
17. Performs other duties assigned by the Deputy Director, Digital Communications and Marketing and/or the Director of Strategic Communications and Campaigns.

SECONDARY RESPONSIBILITIES/ACTIVITIES (15 percent):

1. Provides coverage for Senior Manager for Digital Campaigns.
2. Assists Senior Manager for Web Development and Digital Technology with website updates and maintenance.
3. Assists the managing editor in editing content for emails and other digital platforms.

SUPERVISION EXERCISED: None.

SKILLS/KNOWLEDGE REQUIRED:

- Bachelor's degree or equivalent work experience; at least three year's years' experience, though not necessarily full-time, with digital communications (e.g., email marketing, website production, blogging, social networking).
- Ability to write and speak English required with strong and demonstrable writing ability for the web. Knowledge of Spanish is a plus.
- Excellent oral communication, interpersonal communication, and customer service skills.
- Ability to work independently as work is monitored at the department level.
- Ability to make routine decisions consistent with procedures and to research and analyze multiple factors subject to supervisory or team leadership guidance. Work with organizational teams requires ability to identify risk factors, to identify multi-faceted problems effecting project goals, and to propose solutions based on knowledge of professional principles and best practices.
- Ability to gain new knowledge and apply it to specific situations, researching and performing generally straightforward analyses of information from varied sources.



- Experience using project management principles.
- Computer literacy in Microsoft Office, use of the Internet for research and experience with data collection and the importance of databases.
- Knowledge of HTML, graphic design tools (e.g., Adobe Photoshop, Adobe Illustrator). Some knowledge of CSS and Javascript. Knowledge of eCRM (ie. Engaging Networks) and content management systems (e.g., Drupal, Wordpress) a plus.
- Ability to work well under pressure and consistently meet deadlines.
- Ability to work closely and collaboratively with others, using appropriate discretion and at times, utilizing a high degree of diplomacy.
- Commitment to the mission and Christian faith basis of Bread for the World.
- Strong cross-cultural skills.

CULTURAL EXPRESSIONS:

Bread is committed to advancing racial equity externally and internally, all staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in ongoing racial equity and anti-racism training. Bread is also committed to being an equal opportunity employer. Bread does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin, disability, marital status, sexual orientation, military status, in any of its activities or operations.

WORK ENVIRONMENT ISSUES:

Must be responsive to emails and phone calls off-site and willing to work during evenings, weekends, and holidays as the need may require.

DISCLAIMER:

The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

Bread for the World is a collective Christian voice urging our nation's decision makers to end hunger at home and abroad. Bread for the World Institute provides policy analysis on hunger and strategies to end it.

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