



## Director of Email Marketing

Part of the AMA Chicago (AMAC) Communications team, the **Director of Email Marketing** is responsible for the creation, coordination and implementation of data-driven email campaigns and associated digital publications to communicate AMAC brands through the marketing and tracking/reporting of email campaigns to increase brand awareness, guide marketing strategies and improve digital marketing campaigns in support of AMAC marketing objectives.

### **Main Responsibilities for the Director of Email Marketing:**

- Set email marketing objectives, provide recommendations based on analysis and report on current benchmark trends and AMAC audience preferences
- Develop and implement AMAC email campaigns in alignment with all channel marketing content, objectives and brand voice
- Utilize the analytics from the AMAC Research group to help analyze current email marketing campaigns and make recommendations for improvements in content, layout, cadence and frequency to AMAC audiences
- Maximize audience segmentation of the database to improve acquisition and retention strategies
- Conduct A/B Testing on various email campaigns to optimize effectiveness
- Track and report on email campaigns in order to inform future marketing improvements
- Help identify AMAC target audiences to grow our email and subscription data
- Assist in the maintenance of AMAC database hygiene best practices
- Ensure email and digital publication templates utilize current AMAC brand imperatives e.g., graphics and other format elements
- Optimize AMAC CRM and/or MA platform(s) utilization and performance
- Maintain current digital marketing best practices
- Identify and improve AMAC digital production processes to improve delivery of AMAC marketing efforts
- Create and publish digital marketing editorial calendar
- Ensure all email campaigns and digital publications comply with current AMAC best practices
- Work closely with other relevant AMAC volunteer groups in the creation and implementation of marketing campaigns
- Consult with Director of Volunteer Talent Management to secure Email team volunteer resources as required
- Attend AMAC Board meetings
- Attend AMAC events when possible
- Participate in other AMAC projects as required

### **Top Three Requirements for the Director of Email Marketing:**

- Proficiency in CRM/MA platform(s) utilization and analytics
- Communication and creative thinking skills, with an ability to use data to inform marketing decisions
- Ability to deliver work and thrive in a fast-paced, volunteer-based work environment

**Time Commitment:**

- Minimum of 5 hours per week