

## Email Marketing Manager

Team	Communications and Marketing
Position summary	The Email Marketing Manager plans, develops, implements, and maintains the overall email marketing strategy for the Presentation Guild to drive engagement, retention, and conversion.
Key responsibilities	<ul style="list-style-type: none"><li>• Reports to the Communications and Marketing Director and serves on the Communications and Marketing Team.</li><li>• Strategically develops and plans content campaigns, drip emails, lead-generating, and outreach campaigns to increase engagement and drive sales.</li><li>• Manage end-to-end email campaigns through adept use of email template design, highly effective subject lines, convincing body copy and calls-to-action (CTAs), and A/B and multivariate testing to optimize campaign performance.</li><li>• Develop audience segmentation, personalized campaigns, and sales funnels.</li><li>• Analyze campaign metrics and ROI of email activities.</li><li>• Improve deliverability and ensure regulatory compliance.</li></ul>
Qualifications	<ul style="list-style-type: none"><li>• Excellent writing and editing skills</li><li>• Experience with email marketing, lead nurturing, marketing automation, and/or web analytics</li><li>• A keen eye for detail, a passion for storytelling, and a data-driven approach to campaign performance.</li><li>• Strong critical thinking, problem solving, interpersonal, and communication skills</li><li>• Strong campaign management abilities</li><li>• Knowledge of Mailchimp and other email marketing applications, marketing automation software, customer relationship management (CRM), content management systems (CMS), HTML and CSS, and design tools such as Canva, PowerPoint, and Adobe Creative Suite.</li><li>• Passionate about providing effective, meaningful, and satisfying solutions for presentation enthusiasts that will support them in their career and business journey.</li></ul>
Time commitment	<ul style="list-style-type: none"><li>• Attend monthly team meetings, plus recurring check-ins, cross-team, workgroup, and committee meetings as needed. A minimum of 75% attendance is required.</li><li>• Work an average of 5-10 hours per week on organizational activities.</li></ul>