

## Direct Marketing Manager

EMILY's List, the nation's largest resource for women in politics, is searching for a Direct Marketing Manager to join our Marketing, Development team. EMILY's List has raised over \$600 million to elect pro-choice Democratic women candidates. With a grassroots community of over five million members, EMILY's List helps Democratic women win competitive campaigns – across the country and up and down the ballot – by recruiting and training candidates, supporting strong campaigns, researching the issues that impact women and families, and turning out women voters to the polls. Since our founding in 1985, we have helped elect 150 women to the House, 26 to the Senate, 16 governors, and nearly 1,100 women to state and local office. Nearly 40 percent of the candidates EMILY's List has helped elect to Congress have been women of color. During the historic 2017-2018 cycle, EMILY's List raised a record-breaking \$110 million dollars and launched a record independent expenditure campaign. We helped elect 34 new women to the House, including 24 red-to-blue victories; enough seats to have delivered the U.S. House majority alone. Since the 2016 election, more than 40,000 women have reached out to EMILY's List about running for office laying the groundwork for the next decade of candidates for local, state and national offices.

### Principal Responsibilities

The Direct Marketing Manager will oversee all aspects of the EMILY's List direct mail and telemarketing programs. The Direct Marketing Manager will assist in the overall strategy of EMILY's List's fundraising efforts through direct mail and telemarketing to maximize fundraising for the organization. Along with the Direct Marketing Assistant, the Direct Marketing Manager will oversee the approval process for all copy for the marketing program. This position works closely with our outside direct marketing consultants and reports to the Marketing Director.

### Specific Duties

- Work with Marketing Director and outside consultants to develop direct mail and telemarketing strategies for acquiring, reinstating, cultivating, and retaining low and mid-dollar range donors;
- Manage outside consultants and vendors;

- Manage all aspects of direct mail campaigns including the full creative process, from copywriting and design to production;
- Manage all aspects of telemarketing campaigns from script development to monitoring performance;
- Oversee the vetting process for all marketing copy, including editing, proofreading, and ensuring all appropriate staff have signed off.
- Track, report and reconcile all expenses for the direct marketing program;
- Manage and supervise production of in-house development materials for the major gifts, planned giving, and marketing programs.
- Supervise Direct Marketing Assistant;
- Assist in developing a powerful, continually expanding donor base;
- Help to strengthen the EMILY's List brand and ensure that it is relevant to Democrats and other constituencies;
- Thoroughly understand EMILY's List, its mission and policies, culture, history, vision, and finances; and
- Perform other duties as assigned.

## **Qualifications**

The ideal candidate must be incredibly organized, able to work both independently and on a team, able to juggle and prioritize multiple tasks in a deadline-driven environment and show strong attention to detail. Must be a strong writer, editor, and proofreader. Two to four years of relevant experience preferred. Knowledge of Excel, as well as writing and direct mail experience preferred, and an interest in electing pro-choice Democratic women required.

EMILY's List offers a competitive salary and a strong benefits package. To apply, email resume and cover letter to [marketingjobs@emilyslist.org](mailto:marketingjobs@emilyslist.org) with the subject including your name and the job title. **No calls, please.**

EMILY's List prohibits discrimination of employment, promotion, compensation, terms, conditions, or privileges of employment based on gender, disability, race, age, national origin, color, creed, sexual orientation, sex (including marital and parental status), gender identity and expression, religion, economic status, ethnic identity, veteran's status, or any other basis prohibited by applicable law.

**EMILY's List is an Equal Opportunity Employer that values a multi-cultural, diverse working environment. Applicants of diverse backgrounds are welcomed and encouraged to apply.**