

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 Development team. EMILY's List has raised over \$500 million to support pro-choice Democratic women candidates – making them one of the most successful political organizations ever. Our grassroots community of over five million members helps Democratic women wage competitive campaigns – and win. We recruit and train candidates, support strong campaigns, research the issues that impact women and families, and turn out women voters. Since our founding in 1985, we have helped elect 116 women to the House, 23 to the Senate, 12 governors, and over 800 to state and local office. Forty percent of the candidates EMILY's List has helped elect to Congress have been women of color. Since the 2016 election, thousands of women and counting have reached out to us about running for office. To harness this energy, EMILY's List has launched Run to Win, an unprecedented effort to help more women run and win at the local, state, and national levels.

Principal Responsibilities

The Direct Marketing Manager will oversee all aspects of the EMILY's List direct mail and telemarketing programs. This includes managing the direct mail and telemarketing budgets and all other direct marketing projects. 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.
- Manage and update budgets and reports for all projects;
- Track and report all expenses for the direct marketing program;
- 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, an interest in electing pro-choice Democratic women, and a commitment to the diversity of our candidates, membership, partners, and staff required.

EMILY's List offers a competitive salary and a strong benefits package. To apply, email resume and cover letter to jobopening@emilyslist.org, - subject line "Direct Marketing Manager." **No calls, please.**

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.