Marketing Data Analytics Assistant

EMILY's List, the nation's largest financial resource for women candidates, is searching for a Marketing Data Analytics Assistant to join the Development team. We recruit and train candidates, support strong campaigns, research women's issues, and turn out women voters. We've trained over 9,000 women to run and helped elect over 100 women to the House, 19 to the Senate, 11 governors, and over 700 to state and local office. Since its founding in 1985, almost one-third of the candidates EMILY's List has helped elect to Congress have been women of color - including every single Latina, African American, and Asian American Democratic congresswoman currently serving.

Principal Responsibilities

The EMILY's List Marketing Data Analytics Assistant's primary responsibility is to create data files for the Marketing/Membership, Digital, and Major Gifts departments to use in direct mail, telemarketing, and web campaigns. The Marketing Analytics Assistant works closely with the Marketing Analytics Manager to help develop, maintain, and monitor regular financial and fundraising requests and reports for the Development Department

Specific Duties

- Segment donors in Raiser's Edge and Blackbaud Direct Marketing and create data files for direct mail, telemarketing and web campaigns for the marketing, membership and digital departments;
- Generate recurring and ad-hoc reports for the use of the Development team and outside vendors;
- Troubleshoot donor database concerns with the Development, Digital and IT teams;
- Assist members of the Development team with query creation and reporting from The Raiser's Edge, Blackbaud Direct Marketing and Blackbaud Performance Management;
- Maintain database integrity by ensuring donor information is up-to-date;
- Utilize data to help develop a powerful and continually expanding donor base;

- Manage the scheduling of EMILY's List marketing and analytics projects with outside consultants and vendors;
- Assist in building an organizational culture that is steeped in data-driven decision making;
- Work towards building the EMILY's List community to at least 5 million members;
- Serve as lunch hour back-up and break relief for the front desk as needed;
- Perform other duties as assigned.

Qualifications

The ideal candidate must have strong Excel and Access skills and be a team player who thrives in a fast paced environment. Must have strong analytical skills, enjoy quantitative problem solving, attention to detail, and be able to take direction and multi-task. Experience with Blackbaud's Raiser's Edge, or any previous database experience, is a plus. College degree 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 jobopening@emilyslist.org, --subject line "Marketing Data Analytics Assistant." 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.