

Marketing Analytics Manager

EMILY's List, the nation's largest resource for women in politics, is searching for a Marketing Analytics Manager to join our Development team. 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 trained over 9,000 women to run and helped elect 118 women to the House, 23 to the Senate, 12 governors, and over 700 to state and local office. Forty percent 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 Analytics Manager assists in the overall strategy of EMILY's List fundraising efforts and manages all data files for the marketing program and for other departments as needed. The Marketing Analytics Manager works closely with the Marketing Director and the Vice President of Development to develop, maintain, and monitor regular financial and fundraising reports for the development department and organization, as well as overseeing data systems and processes to develop data-driven, long-term strategies.

Specific Duties

- Hire and manage the Marketing Analytics Assistant;
- Create and supervise the creation of marketing data files for direct mail and telemarketing campaigns for the marketing and major gifts teams;
- Develop comprehensive reports to meet the long-term strategic analysis needs of the fundraising programs;
- Produce all routine stats, including daily income reports, monthly sustainer reports Executive Stats, file size report, and ad hoc data files and income reports;
- Produce data that will be used to create the budget and project cash flow;
- Produce daily cash flow tracking document for direct marketing fundraising programs and produce comprehensive monthly written analysis of direct marketing programs;

- In coordination with our consultants, provide analysis needed to calculate income projections, response rates, and average gifts for mailings and telemarketing campaigns;
- Work with our consultants to help with universe selection and segmentation review process;
- Maintain files on EMILY's List and candidate mailings, including donor segmentation strategy, income projections, and gift analysis;
- Oversee Blackbaud Direct Marketing and RE NXT databases and perform imports to keep donor records up-to-date;
- Work with Database Administration Manager to provide monthly employer/occupation report and maintain integrity of RE NXT;
- Create, monitor, and maintain source codes for development department;
- Track and gather donor lists from our endorsed candidates' campaigns at end of cycle;
- Coordinate with the IT department and other data leads in the organization as needed, in particular assisting with online/offline data integration efforts;
- Other duties as assigned.

Qualifications

The ideal candidate must be proficient in CRM software, Excel and Access, and should have three to four years of related experience. Experience with Blackbaud Direct Marketing and Blackbaud RE NXT preferred. Ability to multitask and work with deadlines while maintaining strong attention to detail is a must. Previous use of statistical languages such as R and STATA a plus. College degree and interest in electing pro-choice Democratic women required. Commitment to the diversity of our candidates, membership, partners, and staff strongly desired.

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 Analytics 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.