



Volunteer Role

Email Marketing Manager

The Etobicoke Humane Society (EHS) is looking for a Volunteer, Email Marketing Manager.

The Etobicoke Humane Society is a 100% volunteer run Charity. Part of our mandate is to outreach to the community and the greater Toronto population to help find forever homes for our Cats and Dogs. Much of the marketing and fundraising work we do, includes email.

The Email Marketing Manager, will be responsible for managing and developing all email communications to our donors, members and various email lists. Additionally, this individual will work closely with the broader marketing, fundraising & PR team to support new and ongoing initiatives.

The time commitment for this volunteer position will vary weekly based on the marketing calendar. Much of the work can be done remotely. During planning phases of campaigns, we would expect this individual to participate virtually or in-person. This person will be available approximately 4-6 hours per week.

Primary Duties and Responsibilities

- Manage email marketing: copy, design, execution and reporting
- Develop KPI measurement, and run A/B testing
- Create landing pages and integrate data to MailChimp and Salesforce.com
- Stay up-to-date on CASL and ensure our adherence
- Grow and maintain our lists within MailChimp
- Monitor industry trends and email best-practices to make improvement recommendations
- Optimize testing, analysis, and implementation process
- Partner with various teams to collaborate on campaigns
- Collaborative strategist, autonomous executor

Qualifications

- College diploma/ University degree or relevant work experience.
- Minimum of 2 years experience in email marketing and being responsible for the email platform

- Prior experience with MailChimp preferred
- Highly organized, independent and deadline oriented
- Ability to think strategically and work tactically



Please visit us at: www.etobicokehumanesociety.com

Please send your resume and cover letter to:
director.rev.pr@etobicokehumanesociety.com