



JOIN OUR TEAM. UNLEASH YOUR FULL POTENTIAL. DEFY NORMAL.

EMAIL MARKETING MANAGER

Organization: Plan International Canada
Reports to: Senior Manager, Digital Marketing
Location: Toronto (Mount Pleasant & Eglinton)
Status: Full-time, Permanent

What can you expect from joining a leading organization in the global movement to advance children's rights and equality for girls?

An inspiring team of intelligent disruptors that challenges themselves to Defy Normal – to be bold, insightful, focused and innovative.

We are one of Canada's Most Admired Cultures and here's why: together, we have created a climate of trust and inclusivity – where diversity in people, ideas and approaches is not only respected, it's encouraged. We are empowered to command change and build powerful partnerships, with support from passionate leaders to unleash our full potential and learn, lead, decide and thrive.

Further information can be found at: plancanada.ca

The Position

The Email Marketing Manager is a critical position in our holistic online marketing efforts, responsible for:

- Developing the email channel strategies for Donor Marketing, in partnership with product marketing teams and communications stakeholders
- Managing the prioritization, co-ordination and implementation of all Donor Marketing emails
- Promoting email best practices for fundraising and retention
- Supporting the integration of a new email service provider
- Analyzing the key performance metrics of our email campaigns and identifying/ actioning optimization opportunities
- Partnering with IT and Web teams to understand and leverage customer relationship management (CRM) segmentation, list management, trigger capabilities and implementation of automated journeys
- Project managing timelines with Donor Marketing stakeholders, IT and Web teams
- Leading, testing and execution of all email campaigns

- Monitoring and evaluating email results to ensure key performance measurements are being met
- Sharing email reporting with various teams, highlighting key insights and takeaways for optimization based on stakeholder objectives and channel best practices
- Managing an Email Marketing Specialist
- Collaborating with broader Digital Marketing team to identify potential email integration with online fundraising campaigns and other digital initiatives. Identifying opportunities for marketing automation and growing our ongoing automation efforts
- Providing strong support for team members leading our donor journey initiatives

What success look like?

- Successful holistic execution and management of email marketing initiatives, meeting the key performance indicators of each campaign
- Collaborative mindset and ability to develop integrated partnership with teams and stakeholders
- Strong email performance and thoughtful optimizations
- Thought leadership for building insights around the testing of email to help inform creative, pricing value propositions and other elements to our digital and offline channels
- Building and managing positive professional relationships with our internal stakeholders and external partners
- Successfully lead the implementation of email components of our marketing campaigns and stewardship journeys
- Showcasing an innovative and ongoing understanding of email marketing industry best practices
- Staying up-to-date on digital developments and continually informing the organization about new tactics, testing possibilities, strategies and opportunities
- Working closely with our internal partners to ensure a smooth donor experience, efficient use of internal resources and doing what is best for the larger organization and ultimately the children we work to serve
- Applying our segmentation insights to the email channel to ensure we're leveraging our audience and donor feedback and our ongoing research

As our ideal candidate you will have:

- Demonstrated experience in developing and implementing email marketing strategies with an understanding of list management, deliverability tracking and automated journeys
- Proven focus on customer experience, especially with email marketing
- Knowledge of Canada's Anti-Spam Legislation (CASL) and privacy requirements, Accessibility for Ontarians with Disabilities Act (AODA) compliance and other best practices in Canada
- Experience using Google Analytics to understand and optimize the performance of email campaigns and the business as a whole
- Excellent written and verbal communication skills
- Strong organizational, project management, analytical and interpersonal skills
- A creative team player with an interest in relationship building with internal stakeholders and external agency partners
- Aptitude to handle change management and forward-thinking mindset for testing opportunities and new initiative creation
- Demonstrated interest in, or experience with, the non-profit sector

- Ability to translate requirements between the business and technical teams
- Experience working in integrated team environments
- A dedicated work ethic coupled with tact and diplomacy
- Personal values consistent with those of Plan International's organizational values
- Bilingualism (French) is an asset
- Salesforce experience is considered a strong asset

How to apply:

To express interest in this exciting opportunity to join a dynamic organization and a high performing team, please email your resume and cover letter to gethired@plancanada.ca. Please reference **Email Marketing Manager** in the subject line.

Plan International Canada is an inclusive workplace, and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the bona-fide requirements for the open position. Applicants need to make their requirements known when contacted.

Consistent with our Safeguarding Policy the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

Applicants must be eligible to work in Canada for the duration of the work term. Proof of eligibility will be required.

Plan International Canada sincerely thanks all applicants for their expressed interest in this opportunity however only those selected for an interview will be contacted. No phone calls please.

Thank you for your interest in a career at Plan International Canada!