



Position Description

Title: Direct Mail and Email Marketing Manager

Department: Development

Reports to: Vice President of Development

FLSA Status: Exempt

About the Organization

Over the years, Upwardly Global has supported thousands of foreign-born skilled job seekers in transitioning from poverty or exclusion to quality, thriving-wage careers through its customized program and holistic approach to integrating skilled immigrants into the US job market. Upwardly Global is a data-driven, innovative organization with a bold vision and a fearless spirit operating out of four major US markets and providing remote services to several parts of the country. It is unwavering in its commitment to a diverse and inclusive culture where every voice matters.

Position Overview

Upwardly Global's team is seeking a passionate, collaborative, immigrant and refugee advocate to join our growing development team.

The Direct Mail and Email Marketing Manager (DEM) will lead direct mail and email marketing strategies as well as supporting other marketing activities. The main duties include running direct mail and email marketing campaigns end-to-end, managing email segmentation, and editing or creating newsletters and other marketing materials.

The DEM's role is to reach stakeholders through direct mail and email campaigns and inspire them to become involved with UpGlo's mission through donation, mentoring/volunteering, brand promotion, and advocacy. The strongest candidates will have a strong background in email or digital marketing, project management, analytical and database tools and delivering services in a mission-driven environment.

Essential Duties & Responsibilities

- Grow our email list (target to be set in annual planning)
- Increase email list engagement
- Identify and segment target audiences for engagement via direct and email
- Design, write, and implement direct and email marketing campaigns
- Proofread direct mail and emails for clarity, grammar and spelling
- Write or edit newsletters based on inputs from Communications including all monthly updates
- Manage acquisition mail programs
- Upgrade our email templates using graphics, personalization and advanced features
- Report on conversion metrics from direct and email marketing efforts
- Analyze campaign performance and suggest improvements
- Ensure direct mail and emails follow industry policies and best practices
- Share learnings about audiences and messaging with internal stakeholders
- Support Programs, Employer Engagement, and other stakeholders in using email to recruit and engage volunteers, alumni, and job seekers
- Help write and produce fundraising marketing materials as required
- Write and edit website copy as assigned
- Liaise with and manage external vendors as needed
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Knowledge & Skills Required

- Bachelor's degree required in Marketing or relevant field
- Minimum of 3 years of experience in email and direct fundraising
- Strong writing skills (written samples required)
- Strong and demonstrated project management skills required
- Proven work experience as an Email marketing manager or Digital marketing specialist
- Hands on experience with HTML and content management systems (Salesforce and Pardot)
- Proficiency in marketing automation technology
- Familiarity with analytical and database tools
- Excellent written communication and copywriting skills
- Experience in a mission-driven organization preferred
- An ability to work under tight deadlines
- Strong commitment for DEI and belonging
- Passion for UpGlo's mission

Work Environment/Physical Requirements

Must be available to occasionally work evening events

Salary Range Disclaimer

The base salary range represents the low and high end of the Indeed salary range for this position. Actual salaries will vary depending on factors including but not limited to location, experience, and performance. The range listed is just one component of Upwardly Global's total compensation package for employees. Benefits include paid time off policy, hybrid or remote work schedule, medical/dental/vision insurance, short term disability insurance, life insurance and retirement plan with employer match.

Salary Range Transparency:

- **Central Region:** \$65,000 - \$70,000 USD per year
- **Eastern Region:** \$70,000 - \$80,000 USD per year
- **Western Region:** \$72,000 - \$82,000 USD per year

Upwardly Global is deeply committed to building a workplace where inclusion is not only valued, but prioritized. We're proud to be an equal opportunity employer, seeking to create a welcoming and diverse environment.

Interested candidates should send a resume and cover letter to hr@upwardlyglobal.org with Direct Mail and Email Marketing Manager in the subject line.