

## **Position title:** Volunteer Email Marketing Advisor

### **Purpose:**

As the volunteer Email Marketing Advisor, you will bring your expertise in email marketing to the table and help [the Organization] review its email communications. You will provide advice on the email format, content, style and frequency, and help [the Organization] design, implement and analyze email marketing campaigns when needed.

### **Reports to:**

[Insert the role of the supervisor the volunteer will report directly to for this position.]

### **Responsibilities and duties:**

- Provide advice on the components of email marketing campaigns – review the plan, set up, test, execute
- Analyze email marketing campaign performances, and provide recommendations to improve upon for the next campaign
- Assist in the day-to-day management of email marketing: manage contact lists, email design, email scheduling, review analytics
- Research emerging email marketing strategies and share insights/make recommendations accordingly
- [Insert additional responsibilities as required by your organization]

### **Time commitment:**

[Include length of service, hours per week, hours per day. Include any special requirements such as weekend work.]

### **Required skills and qualifications:**

Skills:

- Strong project management skills; able to communicate with relevant departments, create and meet targets within a deadline

- Ability to manage multiple email campaigns simultaneously
- Proficient with marketing email programs (eg. Vertical Response, MailChimp, Aweber or other tools)
- Strong written and verbal communication skills
- Proficient in MS Excel, HTML; working knowledge in JavaScript an asset
- [Insert additional skills as required by your organization]

**Qualifications:**

- BA degree in Marketing, Communications, Digital Marketing or related field strongly preferred
- Prior experience in email marketing (strategy, implementation, analytics) required
- [Insert additional qualifications as required by your organization]

**Benefit to volunteer:**

[Insert benefits your agency is able to offer volunteers in general and to this skilled volunteer in particular. Consider things like training opportunities, letters of reference, access to computers or software, networking events, etc.]

**Location:**

[Indicate locations where role is carried out, or whether this role can be completed remotely.]

**Other:**

[Insert other useful details such as contact information and application details.]