

URBAN TEACHERS

Email Marketing Manager

Urban Teachers is seeking a talented, entrepreneurial and analytical Email Marketing Manager to join the Communications team in Baltimore, MD. This is a full-time position that will oversee initiatives to help grow and scale the organization. The Email Marketing Manager will work with several departments to oversee email marketing priorities from beginning to end.

About Urban Teachers

The mission of Urban Teachers is to prepare highly effective teachers who significantly accelerate student achievement and remain teaching in the nation's highest-need schools. Urban Teachers accomplishes this by recruiting outstanding candidates, equipping them with state-of-the-art training, and linking their certification to their demonstration of effective teaching practices and skills. Founded in 2009, Urban Teachers is on the cutting edge of urban school reform by virtue of its link between teacher effectiveness and certification eligibility. Our residents and teachers will provide the necessary proof points to make a national case for educator effectiveness and accountability. Urban Teachers has offices in Baltimore, MD, Washington, DC and Dallas, TX. Additional regions will join Urban Teachers in the next few years. Learn more on our website: www.urbanteachers.org

Qualified individuals who are fully invested in Urban Teachers' mission and vision and who thrive in fast-paced, results-oriented settings are encouraged to apply.

Roles and Responsibilities:

The Email Marketing Manager will be responsible for the development and implementation of Urban Teachers' email nurture program as well as email retention program. This person will have the opportunity to visit our local sites across the U.S. to learn more about the needs of our teams on the ground.

Email Marketing Manager Responsibilities Include:

- Become the Urban Teachers email subject matter expert
- Gain an understanding of current email marketing program
- Develop a new lead nurture email program in collaboration with internal stakeholders and partners
- Develop a new retention email program in collaboration with internal stakeholders and partners
- Implement approved email programs in collaboration with product team and local teams
- Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email

- Ensure marketing campaigns are conveyed clearly and delivered properly across local markets
- Support local markets in reviewing emails to ensure brand consistency, clarity and proper grammar and spelling
- Track and analyze email marketing campaigns
- Use statistical analysis and reports to propose new campaigns
- Coordinate and monitor email marketing schedules across local markets
- Segment lists based on constituent behaviors, email engagement and website interactions

Preferred Skill-Set:

We are seeking highly-driven individuals who can thrive in a fast-paced urban setting. Successful candidates will have a deep belief in Urban Teachers' mission and also have the following skills and qualifications:

- BA/BS Degree
- Knowledge of email integration with Salesforce is a plus (we currently use Salesforce Marketing Cloud)
- Experience with email marketing automation providers such as Pardot, Hubspot, Marketo or similar
- Advanced knowledge of Microsoft Excel
- Good understanding of database concepts and segmentation
- Highly analytical and able to derive meaning from data through A/B testing and email optimization
- Understanding of email best practices
- Strong time/project management skills
- Google Analytics, HTML and CSS experience is a plus

Salary and benefits are commensurate with experience and are competitive with major nonprofits.

Perks:

- Fun, get-things-done work environment
- Ability for rapid professional growth in a quickly growing organization
- Competitive comp package
- Health benefits – medical and dental
- Flexible hours and vacation time
- Laid back culture and casual dress

To Apply:

Please send résumé and cover letter by e-mail to marketing@urbanteachers.org by June 10, 2016. In the subject heading of the e-mail, reference "Email Marketing Manager." No phone calls please.

Urban Teachers does not discriminate on the basis of race, color, religion, gender, sexual orientation, age, or national and ethnic origin in hiring and employment, nor in the administration of its educational policies, admissions policies, scholarship and other programs.