

Email Marketing Specialist

Posted January 7, 2022

This position supports the mission of the Crisis & Trauma Resource Institute (CTRI) and its partner company, ACHIEVE Centre for Leadership (ACHIEVE). Our hope is to create a trauma-informed world and help create great workplaces through our training and consulting services. As a member of our collaborative seven-person marketing team, you would be responsible for the creation and timely delivery of all email marketing campaigns, as well as the development of an email marketing strategy in collaboration with other team members. This is a fast-paced job that requires a keen interest in data, meticulous attention to detail, and an ability to problem solve in the moment. As is the case with all positions at CTRI/ACHIEVE, this role will evolve over time in support of the company and in connection with the strengths of the person hired. This role reports to the CEO.

Start date: as soon as possible

Work Hours, Wages, & Benefits

This is a 37.5 hour/week position with some flexibility regarding start and stop times. The successful candidate will have a desk at our office at 120 Sherbrook Street in Winnipeg but will also be given some flexibility to work part-time at home after the initial orientation period.

Wage Range: \$45,000-\$55,000 depending on experience

Benefits: An extended benefits package is available after three months of employment.

Vacation Time: New employees start with four weeks of paid vacation and personal days.

Key Duties Include

- Coordinating all email marketing and delivery operations
- Creating email templates through Active Campaign marketing platform
- Maintaining data as per CAN-SPAM email regulations
- Removal of all requests to be unsubscribed emails
- Proactive maintenance of relationships with associations who promote our workshops
- Creating and sending eblasts through other associations
- Analyzing email marketing campaigns
- Carrying out A/B testing
- Other projects as assigned

Required Qualifications/Skills

- Experience in email marketing and delivery operations
- Experience with A/B testing, optimization techniques, tactics, and best practices
- Analytical and problem-solving skills developed through experience analyzing data
- Understanding of CAN-SPAM and other email regulations
- Aptitude in using Excel to organize data
- Ability to document and communicate results of email marketing campaigns
- Ability to manage initiatives proactively with minimal supervision
- Strong problem solving, and time-management skills
- Experience using Active Campaign or similar email marketing platforms an asset
- Excellent computer skills and aptitude to learn new programs quickly
- Ability to handle and prioritize multiple tasks
- Exceptional contributor to a team environment
- Self-motivated and able to work independently
- Personable, friendly, and grounded
- Demonstrated commitment to our core values which are:
 - Embody – We practice what we teach.
 - Engaged – We care about each other and our mission.
 - Flexible – We pitch in where needed
 - Productive – We get things done, individually and collaboratively.
 - Receptive – We are open to feedback and improvement.

Closing & Interviews

Applications will be accepted until midnight, January 16, 2022. Successful applicants will be contacted by video call between January 18-19 for a brief interview. Full-length interviews will take place soon after the brief interviews.

We require proof of COVID vaccination to work on-site at our office.

To Apply

Please send the following in **one attachment**: resume, cover letter, three work/school-related references, and a response to the following questions:

1. *What do you do to contribute to a healthy, vibrant work culture?*
2. *What is your understanding of the work of CTRI and ACHIEVE? How does the position of Email Marketing Specialist help in fulfilling our mandates?*

Send Applications To:

Cindy Rublee at cindy@ctrinstitute.com