Email Marketing Specialist

# About

At Big Break, we welcome applicants who bring a diversity of experiences, perspectives, and skills to our team, and recognize that our differences make us stronger and better equipped to serve our industry and communities.

We are committed to providing a safe and welcoming environment, where everyone can feel valued, supported, and empowered to succeed.

Interested in volunteering? Our positions are fully remote, flexible, and provide opportunities for growth.

# Role Description

The Email Marketing Specialist will be responsible for developing and executing email marketing campaigns for Big Break Foundation aimed at promoting events, fundraising initiatives, services, and other offerings and updates.

Anticipated commitment is 2-5 hours per week.

# Responsibilities

* Develop and implement monthly newsletters and email marketing campaigns that are engaging and in line with the organization's brand voice and guidelines.
* Monitor email marketing performance metrics, such as open rates and click-through rates, and use this data to inform future campaign strategies.
* Collaborate with other members of the marketing team to ensure consistency in branding and messaging across all channels.
* Manage and maintain the organization's email marketing list, ensuring that it is up to date and segmented appropriately.
* Stay up to date with the latest email marketing trends and best practices, and make recommendations for improvements to the organization's email marketing strategy.

# Qualifications

* Experience in email marketing strategy, with a proven track record of creating and executing successful campaigns.
* Excellent copywriting and proofreading skills, with the ability to write inclusive email marketing content that aligns with Big Break’s mission and values.
* Strong organizational skills and attention to detail.
* Proficiency in creating user-friendly and mobile friendly email designs. Familiarity with email accessibility is a plus.
* Ability to work independently and as part of a cross-functional team.
* Familiarity with email marketing tools.
* A passion for inclusion, diversity, equity, and accessibility.

This is a professional volunteer position with an anticipated commitment of 2-5 hours per week. As an Email Marketing Specialist, you will play an essential role in supporting Big Break Foundation's mission.

Those who do not completely meet the requirements but have a passion for our mission are encouraged to apply!

**[Apply](https://bigbreakfoundation.org/volunteerwithbigbreak" \l "applicaton)**

***Contact nicolle@bigbreakfoundation.org if you need accommodation or help completing the application, or otherwise participating in the selection process.***