

# Email Marketing Manager

Reports to Marketing Content Director

## About Startup Boston

Startup Boston is an organization working to connect, educate and celebrate the startup community. We are an all-volunteer team creating events and content *for* the startup community *by* the startup community.

## Job Overview

We are seeking an innovative Email Marketing Manager to join our dynamic team. This role is perfect for someone who excels in creating compelling email marketing campaigns and is passionate about leveraging email as a powerful tool for storytelling and engagement. You will be responsible for developing and executing email marketing strategies to promote our brand, drive traffic, and increase engagement within the Boston startup community.

As an Email Marketing Manager, your role will involve segmenting audiences, designing targeted email campaigns, and analyzing the performance of these campaigns to continuously improve our reach and impact. Your expertise will play a crucial role in enhancing our brand's presence and driving meaningful interactions with our audience. This position is ideal for those who have a knack for understanding audience behavior and can use their skills to foster a strong community around our brand.

This is a volunteer position that offers experiences and responsibilities akin to a professional Email Marketing Specialist, providing an excellent opportunity for career growth and networking in the marketing and startup sectors.

## Responsibilities and Duties

- Develop and implement effective email marketing strategies to enhance engagement and drive traffic.
- Design and create engaging email content that resonates with our audience and reflects our brand voice.
- Segment email lists and personalize campaigns to target different audience groups effectively.
- Conduct A/B testing on various email campaigns to determine the most effective strategies.
- Analyze campaign performance and generate reports to guide future strategies.
- Collaborate with other team members to ensure a cohesive brand message across all marketing channels.
- Contribute to the promotion of Startup Boston Week and other events through targeted email marketing campaigns.

## Qualifications

- Ability to commit 3 to 5 hours per week to focus on email marketing initiatives.
- Experience with email marketing platforms and tools, such as Mailchimp, Constant Contact, or similar.
- Strong understanding of email marketing concepts, best practices, and metrics.
- Excellent writing and editing skills, with attention to detail.

- Ability to analyze data and derive insights to improve campaign performance.
- 1-2 years of experience in email marketing or a related field is a plus.
- Outgoing and communicative, capable of representing the organization effectively both online and at events.
- Preferably available to attend and participate in some Startup Boston Week events.