

## Marketing Director

EMILY's List, the nation's largest financial resource for women candidates, is in search of a Marketing Director to join our Development team. Throughout our 29 year history, EMILY's List has recruited and trained over 9,000 women to run, worked to elect over 100 pro-choice Democratic women to the House, 19 to the Senate, 10 governors, and over five hundred women to state and local office. Since its founding in 1985, EMILY's List helped elect 97% of the Democratic women of color in Congress, including every single Latina, African American, and Asian American Democratic woman currently serving.

### Principal Responsibilities

The Marketing Director oversees all aspects of EMILY's List direct marketing and membership programs, including direct response fundraising initiatives for our candidates. This includes supervising the direct marketing and membership services staff and vendors, developing and managing revenue and expense budgets, developing all offline direct marketing projects as well as coordinating integration of offline and online fundraising efforts. It is expected that the Director will collaborate across all departments and entities to create an exciting environment that fully integrates and maximizes fundraising efforts on behalf of EMILY's List and our endorsed candidates throughout the organization. This position reports to the Director of Development.

### Specific Duties

- Responsible for projecting, monitoring, and reporting income and expense budgets and results for all direct marketing projects;
- Develop and monitor comprehensive statistics to track the efforts and support the strategic analysis of the direct response program;
- Thoroughly understand EMILY's List, its mission and policies, culture, history, vision, finances and how its constituencies and sources of funding can be integrated to maximize fundraising efforts;
- Oversee message development, production and overall coordination of vendors and consultants for all offline grassroots fundraising programs;
- Project overall membership numbers including renewal rates for existing membership and recruitment numbers for prospective members. Work to renew, recruit, and upgrade members;

- Work with candidates and campaign staff to project income, cash flow, and costs of money raised through EMILY's List candidate direct mail program;
- Oversee all operations of the telemarketing program;
- Supervise the EMILY's List Legacy Fund;
- Manage direct marketing and membership services staff members;
- Other duties as assigned.

## **Qualifications**

A Bachelor's degree and a minimum of seven years of direct response marketing experience on behalf of mission-based advocacy organizations and/or non-profit organizations (501(c)(4) and 501(c)(3)). Experience in a membership supported organization is strongly preferred. Applicants should have strong management and communication skills both with direct reports and outside vendors. He or she should have significant experience in developing and managing direct marketing (especially direct mail) and telemarketing programs, and in managing revenue and expense budgets on multiple levels. Strong data analysis, evaluation, and income projection skills are a must.

EMILY's List offers a competitive salary and a strong benefits package. To apply, email resume and cover letter to [jobopening@emilyslist.org](mailto:jobopening@emilyslist.org), subject line "Marketing Director." No calls, please.

**EMILY's List is an Equal Opportunity Employer that values a multi-cultural, diverse working environment. Applicants of diverse backgrounds are welcomed and encouraged to apply.**