



JOB DESCRIPTION

Position Title: Email Marketing Coordinator

Department: Digital Operations

Position FTE: Full Time

Location: Ottawa, Ontario

Reporting Structure: Reports to: Director of Digital Operations

Summary

The Email Marketing Coordinator is responsible for managing email campaigns for the Conservative Party of Canada. Your primary responsibilities include overseeing marketing content, developing and deploying fundraising campaigns, and tracking campaign performance. You will also be responsible for creating compelling content for email marketing efforts and managing regular email newsletters for the organization. This role involves working with robust databases and software tools to grow and engage the Conservative Party's supporter base and expand its digital reach.

Description of Position's Duties and Responsibilities:

- Planning, designing, and building lifecycle initiatives for email marketing subscriber lifecycle for onboarding/acquisition, engagement, and retention through new and existing customer journeys.
- Prioritize the customer journey and messaging based on each consumer's loyalty with the brand to drive awareness, engagement, retention, and online conversion.
- Executing end-to-end single-send email campaigns from driving creative process for email design and messaging.
- Identify new target segments and A/B testing opportunities for email communication.
- Maintaining healthy email segments in our email marketing software, utilizing them to their full potential, and identifying opportunities to further refine them.
- Reporting on post-campaign email results via weekly email reports with insights and KPI's.
- Analyze channel performance to understand and make recommendations for campaign optimization to drive success.
- Utilize robust databases and database software to regularly build our audience in email and SMS to improve our fundraising results.

- Researching and staying on top of digital fundraising trends and suggest improvements to our process.
- Write fundraising SMS, emails, scripts, and other web copy as needed.
- Getting timely approvals from stakeholders for fundraising emails.
- Identifying topical opportunities and suggesting new ideas, especially regarding fundraising emails.
- Staying on top of current writing and digital marketing trends.
- Other duties and projects as assigned.

Position Requirements:

Education:

- Post-secondary education in Political Studies, Communications, Marketing, Commerce, Information Technology or a related field is a strong asset

Experience:

- Past work experience in a political, public relations, marketing, or eCommerce role.
- Experience in the following platforms
 - Email Marketing software or cross-channel marketing platforms

Language Requirements:

- Proficient English (spoken, written, comprehension) mandatory
- Proficient French (spoken, written, comprehension) an asset

Soft skills:

- Excellent understanding of the Canadian federal political system and the principles, policies and culture of the Conservative Party of Canada.
- Excellent communication (written and verbal) and collaboration skills.
- Ability to be flexible, multitask and learn in a fast-paced environment.
- Self-driven nature with strong attention to detail and follow-through.
- Able to prioritize and self-direct work.
- Able to work under pressure effectively.
- Team player, excellent interpersonal skills: can collaborate with others.
- Strong organizational and problem-solving skills.
- Critical thinking, analysis, and follow-through.
- Ability to work under a deadline.
- Diplomatic, discrete, and trustworthy.
- Experience with Photoshop, Adobe Creative Cloud and similar platforms is an asset.
- Ability to understand basic HTML coding is an asset

The Conservative Fund Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Conservative Party of Canada
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Email: careers@conservative.ca

**Only candidates selected for an interview will be notified. We thank all applicants
for their interest in working for the Conservative Fund Canada / Conservative
Party of Canada**