

EMAIL MARKETING MANAGER

Job Purpose and Summary: Children's Hospital Los Angeles maintains a best in class marketing and communications function within its institution. As a member of this award-winning team, you will be responsible for planning, developing, leading and executing on email production and marketing automation that optimizes the full customer lifecycle. This will include building, launching, testing, analyzing, optimizing and scaling acquisition and retention campaigns. The candidate will be responsible for outlining strategy and leading execution of all emails that support the Marketing and Communications team, as well as the Foundation. From strategy conception to data-driven campaign deployments, the Email Production Manager will lead data analysis, automation, and project management at every phase. The candidate must have email automation experience to be considered for this role. Key to this role is developing campaigns that include relevant audience content, audience segmentation, and awareness of the prospect/donor experience and lifecycle stage. As a critical member of the Marketing and Communications team, you will be working to drive business growth for Children's Hospital Los Angeles and will be charged with ensuring that each element of a campaign effort is completed on time and on budget in the most effective and efficient manner possible.

Minimum Experience Required:

BA/BS degree in marketing or related field

Minimum 5-7 years relevant experience working in email automation at an agency, or on an in-house team as an email, ecommerce or marketing automation administrator.

Experience with online fundraising campaigns preferred.

Experience with marketing analytics a plus.

Experience within a health care organization preferred.

Experience within an academic medical center a plus.

DAM experience a plus.

Agile experience a plus.

Knowledge, Skills and Abilities Required:

- Strong interpersonal skills to collaborate effectively with colleagues
- Strong verbal and written communication skills
- Demand and lead generation experience
- Comprehension of marketing pipeline, analytics and automation
- Solid problem solving and analytical skills, attention to detail and self-starter
- Detail oriented and judicious decision-making ability under tight deadlines
- Ability to quickly synthesize the business context of various clients into well thought-out, creative marketing strategies that accomplish desired business objectives
- Creative and data-driven approach to problem-solving
- Demonstrated knowledge of digital marketing
- Content development background, strategic mindset
- Understanding of B2B and B2C marketing efforts and KPIs.

Tool and Platform Experience:

Microsoft office suite; pc and mac experience; email automation and marketing automation platform experience required.

- Google Analytics/Google Tag Manager
- CRM platform (Blackbaud Luminate, Raiser's Edge and/or Salesforce Marketing Cloud experience preferred)
- Optimizely
- Email on Acid
- Project management software (Workfront and Box experience is a plus)
- Facility with WYSIWIG and HTML editors

If you, or someone you know, would like to be considered for this position. Please apply directly for consideration. You can use the link below to apply!

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