

Associate, Newsletter Campaigns

As the Associate, Newsletter Campaigns you will be responsible for managing all newsletter campaigns on behalf of Start Proud. This involves working with event marketing managers and event Vice Presidents to write copy according to the marketing plan to drive attendance and increases awareness of our events and organization to people already on our distribution lists while also growing our subscriber base.

Core Responsibilities

- Working with the Marketing Managers and Event Vice Presidents to develop newsletter campaigns that promote Start Proud's events and draw in attendance.
- Develop a content strategy to increase the community around our newsletters that drives engagement.
- Work with the Associate, Data Analytics to understand who reads our newsletters and how best we can communicate with our readers.

Commitment

- ~5 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.

Reports to

- Manager, Content Development