



## Senior Specialist, Digital Marketing

Location: New York, NY

**We believe in a world in which every human life is valued, and health and human dignity are shared by all.**

We believe that access to quality healthcare is a basic human right. For more than 100 years, we have worked with global partners to deliver locally sustainable, quality healthcare solutions to women, children and their communities. We're ready to make it 100 more.

**We believe change starts with her.**

We work tirelessly for women's and children's health because they are disproportionately affected by illness and poverty. We know that healthy, educated, and empowered women are better able to raise healthy, educated, and confident children, and that communities depend on their livelihoods. We're making an impact – [learn more](#).

**We believe in people.**

We strive to live out our core values of **collaboration**, **love**, **excellence** and **respect** every day. We provide our employees with a competitive salary and a meaningful benefits package, with opportunities to learn and grow. We especially encourage all persons of diverse backgrounds to apply. *Read more from our President & CEO below.*

### Overview

You are an integral part of the CMMB team and will be responsible for planning, implementing, and measuring CMMB's digital marketing activities, including email, website, and digital advertising. Key responsibilities in this role includes developing and implementing CMMB's digital marketing calendar, email management, SEO, and other engagement activities for all online audiences. You're very innovative, detailed in your approach, with a constant eye on quality, proofreading, analysis and learning. The Digital Marketing (Senior) Specialist reports to the Senior Vice President of Strategy & Innovation.

### Responsibilities

- Develop and implement strategies to grow the email list, and overall performance of email channel.
- In collaboration with other fundraising units and communication team, develop and implement digital calendar including development of fundraising campaigns, cultivation communication, and other as appropriate.
- Advance email segmentation and implement personalize approach of communicating with email subscribers.
- Create and publish corporate email newsletters, updates and campaigns, with an eye on formatting, proofreading and brand compliance, and leverage advanced functions of the email system, including automations, segmentations, dynamic content, personalization and A/B testing.
- Responsible to continue increasing our SEO performance in collaboration with communication department.
- Develop website content to support digital campaigns and digital communications.
- Development and implementation of digital advertising strategy to continue expanding our digital revenue, email size and ensure integration/APIs run smoothly across all platforms.
- Manage vendors to support overarching efforts in the digital space.
- Analyze results in real-time to produce actionable insights, forecast future results and make budget adjustments.
- Contribute toward strategy, creative, testing, execution and analysis of all digital marketing activities, considering SEO/SEM trends and integration with other online and offline channels.
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- Daily, weekly, monthly and annual donor/subscriber maintenance and reporting.
- Create and run complex queries, reports, imports and exports to support fundraising and outreach efforts on a routine and as-needed basis.
- Create and implement data oversight functions that ensure a high standard of ‘clean’ data is maintained.
- Ensure a culture of data quality by following and establishing quality assurance protocols, processes, and documentation for all digital marketing platforms.
- Define, measure and report on ROI/KPIs and help prepare budget and revenue projections.
- Collaborate with other members of the CMMB fundraising team to track and report on fundraising progress, donor trends and analytics as well as to ensure quality control.
- Monitor non-profit and for-profit sectors and provide ideas and methods for differentiation and innovation.
- Everything else that it takes to live out our mission and keep a good sense of humor.

### Qualifications

You have a Bachelors’ degree or higher and 5+ years of Senior Specialist of digital marketing experience. You have an advanced understanding of digital data and analytics with strong experience using customer relationship management (CRM) systems – experience with Luminate Online is a big plus. You have worked on advertising with Facebook, Google, Twitter, Bing, etc. - as well as with Google Analytics - and have a good understanding of how they work and how to develop insights from testing and campaign results. You likely also have some HTML/CSS knowledge and are an expert in using email marketing platforms like Mailchimp or Constant Contact. Overall, you’re at home using databases, Excel and PowerPoint, and discussing and communicating results, learnings, and digging into data to constantly develop new insights.

You’re comfortable with an “all-hands-on-deck” environment, and you’re able to operate and collaborate across multiple teams and thrive in a fast-paced culture. You have an entrepreneurial spirit, are innovative, enjoys working in a team environment to achieve common goals and you adapt easily to change.

You have a knack for being organizing, managing your time, thinking critically, with a keen eye for accuracy and detail to ensure data integrity and quality. You work well under pressure with a wide variety of people, and can exercise judgment and maintain confidentiality.

You believe in CMMB, where we’re going, and what we can do together to achieve **Healthier Lives Worldwide**.

### How to apply

Visit our [careers page](#) for more information, and [click here to apply](#).

### *A message from Bruce Wilkinson, our President and CEO*

As President of CMMB, I would like to thank you for your interest in joining with us on our journey to bring healthier lives to women, children and their families worldwide. CMMB has embarked on our second century of service to the most marginalized. Our vision of a world in which every human life is valued, and health and human dignity are shared by all is at the core of who we are. We are always looking to join hands with experienced professionals who want to add their energy to our work, and are so pleased you are considering CMMB as your potential employer.



The position of Digital Marketing Specialist/Senior Specialist is critical to our mission and vision. I welcome your interest in joining a diverse, talented, professional and motivated team.

Cheers,  
Bruce