



Director, Direct Mail 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.*

Department Summary

The Marketing and Communications Department is responsible for implementing and evaluating the success of CMMB's marketing, communications (external and internal) and brand efforts nationally and in each geographic location to ensure that CMMB is recognized nationally and internationally to generate and optimize revenue and develop and market programs that achieve the CMMB vision and strategic plan.

Overview

The Director of Direct Marketing will lead the implementation of CMMB's Direct Mail Marketing efforts. Reporting to the Vice President of Marketing and Communications, and in close collaboration with other fundraising units, strategy and business analytics and communications teams, s/he will lead the development and implementation of CMMB direct marketing operations (direct mail, telemarketing, and other channels) which will be rooted in building a best in class donor centered experience, multi-channel integration and brand centered fundraising communications. S/he will provide visionary leadership to fuel creative, dynamic, market sensitive operations, and maximize individual donor-based revenue across channels. At the heart of this operation will be a test, learn and optimize culture, driven by data lead decision making. S/he will ensure that the CMMB operation is deeply rooted in strong strategy, planning and target driven: with a close daily, weekly and monthly tracking of investment, spend, results, and impact. In addition, this role oversees Direct Mail Marketing partners and vendors to drive all efforts in achieving the ambitious revenue goals defined by the current strategy.

Responsibilities

Strategy and Operations

- Take active role in building strong active planning, collaboration, support and engagement with relevant colleagues.



- Lead the planning and delivery of the Direct Marketing Strategy in collaboration with other members of the team and vendors. Collaborate with other fundraisers to develop multi-channel strategies to increase donor experience, revenue and maximize ROI.
- Plan and oversee acquisition, retention and upgrading plans grounded in best practices for low dollar, mid-level and monthly donors, delivering strong ROI. Ensure that acquisition feeds long-term value donors, planned giving and major gifts pipeline.
- Continually test and iterate acquisition, engagement (that leads to conversion) and retention tactics across the digital/direct response mix to maximize engagement and fundraising. Adjust campaigns and tactics to reach strategic goals.
- Oversee management and recruitment direct marketing (direct mail, telemarketing and others) vendors. Coordinate and manage strategy with vendors to ensure that CMMB programs receive a high level of attention and excellent service.
- Partner closely with the Development Operations and Customer Service teams to shape and improve the donor experience, with an eye toward increased personalization.
- Support and deliver the frameworks and ways of working that create best support for high quality continual creative and innovation.
- Work closely with Development Operations and relevant vendors to continually monitor results, analyze data and adjust strategies to maximize revenue.
- Oversee efforts to ensure that donors receive a highly optimized experience through the point of transaction and that the fundraisers, communications and business intelligence develop a seamless progression into stewardship and cultivation.
- Working with the creative and communications teams ensuring CMMB is delivering strong content with measurable outcomes and testing strategies to improve performance.
- Ensuring that CMMB's state registrations are up to date.
- Work cohesively with other fundraising/marketing teams, Programs, Finance, Communications, and manage outside vendors ensuring that project deadlines remain the focus.
- Support on campaigns with corporate brands and partners.
- Ensure adherence to marketing campaign production schedules. Coordinate and lead production meetings with both internal and external partners.
- Implement and iterate the procedures for implementing direct response fundraising campaigns and print production quality control.
- Coordinate with Development Operations to ensure all back-office processing of direct mail efforts, (Acquisition, House Appeals, Cultivation and Acknowledgements) are implemented and optimized.
- Provide leadership for print production, providing direction as well as ensuring that both content and creative are adhering to CMMB brand guidelines. As well as ensuring that packages meet strategic objectives in conjunction with increasing cost effectiveness and improving ROI.
- Manage departmental calendar and coordinate the number and cadence of cross channel communications a constituent might receive, based upon donor preference and organizational priorities.

Data and Financial Management

- Collaborate with the data and business analytics teams in defining the reporting model.
- Provide clear metrics and returns to build strong growth investment business case.
- Take full responsivity and oversight of annual budget preparation, expenditure oversight, and quarterly reforecasts.
- Lead the team efforts in creation of budgets and projections, as well as monitor budgets
- Take on special projects as assigned by the VP of Marketing and Communications.



- **Note:** These essential functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related duties as required.

Qualifications & Required Competencies and Skills

- Master's Degree with significant coursework in marketing or equivalent.
- 7+ years of well-rounded professional experience in direct mail marketing. Preferably with international non-profit organization
- Minimum of 3 years of progressive leadership and management experience required.
- Experience with database querying tools, languages, and analytical platforms supporting database marketing
- Strong project management, interpersonal, organizational and communication skills. Must be able to effectively communicate logical ideas and conclusions in one-to-one and large group situations.
- Knowledge of direct mail marketing initiatives and practices
- Commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- An innovative, positive, and self-directed attitude – interested in “figuring out” solutions.
- Ability to manage multiple projects, resources and rapidly changing priorities while maintaining balance between quality of output and meeting required deadlines
- Must be comfortable working for a faith-based organization.
- Valid work authorization to work in the United States

How to apply

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

A message from Bruce Wilkinson, President and CEO of CMMB – Healthier Lives Worldwide

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.

This position is critical to our mission and vision. I welcome your interest in joining our diverse, talented, professional and motivated team.

Cheers,
Bruce