



Position Specification

We are seeking a talented and versatile **Email Marketing Manager & Content Strategist** to join our team. The ideal candidate will possess a strong blend of strategic email marketing expertise and exceptional writing skills to drive engagement, conversions, and brand awareness through compelling content.

Position	Email Marketing Manager & Content Strategist
Location	Remote / Distributed Work Team
Reporting Relationship	CEO
Website	www.procureimpact.us

About Procure Impact

We believe in the power of business to create lasting, positive change. Our dynamic B2B Marketplace gives companies access to a vetted portfolio of hand-crafted and high-quality wholesale, bulk, retail, and corporate gifting products manufactured exclusively by vendors that employ underestimated populations in the USA. Every vendor on our platform provides job opportunities to veterans, at-risk youth, refugees, individuals with disabilities, and those experiencing barriers to work such as poverty, incarceration, homelessness, mental health & trauma, and substance-use disorder. We currently are working with clients in the hospitality, retail, manufacturing, and technology sectors and have a network of over 100 vendors. Our platform serves as a catalyst for social change, connecting businesses with impactful products and services.

About the Opportunity

As the E-mail Marketing Manager for our B2B marketplace, you will play a pivotal role in crafting and implementing email campaigns that drive engagement, conversions, and brand awareness through compelling content. You'll work closely with cross-functional teams, vendors, and community partners to develop and execute communications strategies and innovative campaigns that resonate with our target audiences and showcase the transformative power of our products.

Key Responsibilities:

- Develop and execute comprehensive email marketing strategies to promote Procure Impact's marketplace and products, drive sales, and nurture customer relationships.
- Manage the end-to-end email campaign process, including campaign ideation, content creation, design coordination, audience segmentation, scheduling, deployment, and performance analysis.

- Conceptualize, write, and edit engaging email copy and content, including subject lines, headlines, body copy, and calls-to-action, that resonate with our target audience and align with brand voice and messaging.
- Collaborate with cross-functional teams to brainstorm, plan, and create relevant and engaging content assets for email campaigns, such as product highlights, graphics, case studies, articles, videos, and content that highlights the stories of businesses and communities positively affected by our platform.
- Segment email lists based on customer characteristics and behaviors to target specific audiences with personalized content and offers.
- Monitor and analyze key metrics such as open rates, click-through rates, conversion rates, and ROI to optimize campaign performance and drive continuous improvement.
- Implement A/B testing strategies to optimize email subject lines, content, design, and calls-to-action.
- Stay up-to-date with industry trends, best practices, and regulations related to email marketing and make recommendations for improvement.
- Shape and maintain a compelling brand narrative that reflects our vision and mission, core value proposition, and the business case for our marketplace.

Who You Are

- You are heart-forward, passionate and motivated by the mission.
- You are comfortable in a lean start-up environment and are both a strategic leader and a strong individual contributor.
- You are highly entrepreneurial, adaptable, and agile and have examples of major pivots and challenges you have overcome under pressure.

Required Experience

- Proven track record of developing and executing successful email marketing campaigns that drive engagement, conversions, and ROI.
- Exceptional writing, editing, and proofreading skills with a keen eye for detail and creativity.
- Proficiency with email marketing platforms such Hubspot or Salesforce Marketing Cloud.
- Strong understanding of digital marketing trends and email marketing best practices, deliverability, and CAN-SPAM regulations.
- Analytical mindset with the ability to interpret data, draw actionable insights, and make data-driven decisions to optimize campaign performance.
- Ability to work independently as well as collaboratively in a fast-paced, deadline-driven environment.
- Excellent communication and interpersonal skills with the ability to effectively articulate ideas and collaborate with cross-functional teams.

Benefits

- Comprehensive benefits package including health, dental, and vision insurance
- Remote work/Flexible work schedule
- Dynamic and collaborative work environment

To Apply

To apply please email your resume to Lauren McCann at lauren@procureimpact.us