

Helen Keller Intl Job Announcement

Senior Officer, Email Marketing

*Remote – flexible to be based anywhere Helen Keller is a *registered employer*

Helen Keller Intl

Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition, and clear vision, we help millions of people create lasting change in their own lives. Working in 20 countries – across Africa, Asia, Europe, and the United States – and together with a global community of supporters, we ensure every person has the opportunity – as Helen did – to reach their true potential.

Brief Background:

The Senior Officer, Email Marketing will join Helen Keller's newly formed Center for Marketing and Branding, reporting to the Associate Manager, Advertising. This role will run the day-to-day production of email campaigns, with the goal of supporting the organization's individual fundraising efforts.

Purpose or Scope of work

The Senior Officer, Email Marketing will support the strategy, development, execution, and optimization of email campaigns to drive donor and subscriber engagement, conversion, and retention. S/he is responsible for executing high-quality, data-informed donor email marketing campaigns that support revenue growth. This includes developing clear campaign briefs, defining audience and messaging strategies, and translating performance data into actionable insights.

S/he will manage the day-to-day production of email communications—from copywriting and audience segmentation to testing and analytics. S/he will also play a key role in evaluating and optimizing Helen Keller's email marketing platform that best supports the organization's growing digital needs.

Management/ Functional Relationships

The Senior Officer, Email Marketing will report to the Associate Manager, Advertising. S/he will collaborate closely with the content and fundraising teams to repurpose key messaging for donor, prospect, and subscriber audiences and work across the organization to centralize email communication.

Key Responsibilities/ Specific Tasks

- Partner with Associate Manager, Advertising and Manager, Retention to develop email campaigns, including defining objectives, audience segmentation, messaging frameworks, and testing plans aligned with donor engagement and revenue goals.

- Proactively identify opportunities to strengthen subscriber journeys and improve donor conversion and retention.
- Author clear, audience-centric email copy that aligns with marketing and fundraising engagement goals.
- Support data hygiene, segment lists, and schedule sends to targeted audiences based on campaign goals and donor behavior.
- Build, test, and deploy email campaigns using Luminate, ensuring error-free formatting, layout, and functionality across devices.
- Implement A/B testing strategies across subject lines, messaging, visuals, CTAs, and send times to improve email performance and response rates. Build out drip campaigns to narrow audience content preferences.
- Maintain an email content calendar in coordination with the content and fundraising teams.
- Monitor and report on key performance indicators (e.g., open rates, click-through rates, conversions, unsubscribe rates), using insights to refine strategy.
- Evaluate email marketing use across the organization and work with Associate Manager, Advertising and Head, Center for Brand and Marketing to inform processes and platform decisions for organization-centered email marketing.
- Stay current on email marketing trends, tools, and best practices to ensure innovation and continuous improvement.

Other Duties

This job announcement is not designed to cover or contain a comprehensive list of activities, duties or responsibilities for the position. Duties, responsibilities and activities may change at any time with or without notice. All positions are required to perform any additional tasks assigned by the supervisor.

Skills & Experience

- Education: Degree in marketing, communications, or a related field.
- Experience: 4-6 years of experience in email marketing, ideally with a nonprofit or mission-driven organization, or equivalent combination of education and experience.
- Strong writing and editing skills with a focus on engaging, action-oriented content.
- Proficiency in building and sending email campaigns via email service providers (e.g., Luminate, Mailchimp, Constant Contact, or similar).
- Experience with list segmentation, A/B testing, and performance analysis.
- Demonstrated ability to work with HTML or drag-and-drop builders; basic familiarity with design principles a plus.
- Analytical mindset with an ability to translate data into insights and actionable strategies.
- Collaborative, flexible, and solution-oriented. Ability to maintain balance when under stress.
- Ability and willingness to flex work hours to accommodate multiple time zones.
- Core work hours are expected to follow Eastern Standard Time (US).

Compensation and Benefits

Helen Keller offers a comprehensive benefits package. Specific offerings may vary by country in accordance with local laws. The compensation for this position will be aligned with the local salary structure. The full-time annualized salary range for this position, located in the US, is \$66,000 to \$99,000, with the midpoint of the salary range at \$82,500.

Expectations

Fairness, Belonging and Zero Tolerance to Abuse

As a member of the Helen Keller Family, each employee is expected to:

- Help to develop and maintain an environment that welcomes and develops a multi-cultural workforce with varied lived experiences and identities.
- Foster a work environment where everyone feels valued and included.
- Support employees' evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of Helen Keller family, stakeholders in general, and particularly for the communities we serve.
- Follow Helen Keller Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values, which include courage, compassion, integrity and rigor.

To Apply

Qualified candidates should submit a cover letter and resume to HKI.Recruitment@hki.org.

Applications will be accepted until the position is filled.

In the spirit of the extraordinary ability and vision of our founder, Helen Keller Intl fosters an environment of fairness and belonging for our workforce.

Helen Keller Intl is an Equal Opportunity Employer. We are committed to the principles of equal employment opportunity for all employees and applicants for employment

***Locations where Helen Keller is a registered employer:** Bangladesh, Burkina Faso, Cambodia, Cameroon, Cote d'Ivoire, DR Congo, Guinea, Kenya, Mali, Madagascar, Mozambique, Nepal, Niger, Nigeria, Philippines, Senegal, Sierra Leone, Tanzania, and United States: (California, Colorado, Connecticut, District of Columbia (DC), Florida, Georgia, Hawaii, Idaho, Louisiana, Maine, Maryland, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Vermont, Virginia Washington, and Wisconsin).