



JOB OPPORTUNITY

Manager, Direct Marketing and CRM

Classification: Union – DC 1707, Professional

Position Objective:

Reporting to the Customer Relationship Management (CRM) Director, the Manager, Direct Marketing and CRM will focus on the execution of 92Y Institutional and Center specific direct marketing, telemarketing, and email marketing by (1) segmenting and pulling lists from 92Y in-house database to deliver to internal and external mailing vendors and (2) coordinating with third-party partners and list brokers for list acquisition.

Essential Functions:

- Coordinate with Institutional and Programming Center Marketing Managers to execute all direct marketing communications activity (mail, email, and telemarketing).
- Research, evaluate, segment, pull, order and manage internal and external list selections for mass and targeted mailings.
- Coordinate with list brokers and mail houses for those mailings requiring broader reach than our 92Y in-house lists provide.
- Review collateral materials and promotional efforts for design & postal compliance.
- Liaise with Sales and Customer Service to ensure the effective set-up of source coding to ensure tracking and monitoring of direct mail and email opt-out lists.
- Track material shipments from printer to postal facilities and/or mail houses ensuring on-time in-home delivery.
- Monitor opt-outs & bounce backs (nixies) from internal & external lists making recommendations to minimize.
- Maintain no-mail suppression list for third-party list acquisition.
- Maintain CRM department mailing calendar and ensure all communications go out as scheduled, providing advanced notice when individual communications are off-schedule.
- Manage the 92Y postage budgets.
- Assists Director in managing CRM department budget and allocations to Centers as appropriate.
- Review and track status of projects with CRM Director on a weekly basis.
- Perform other related job related tasks or duties as assigned or requested.

Educational Requirements:

- College graduate with a degree in Marketing and/or comparable work experience in Direct Marketing or Database/List Management.

Skills and Experience Required:

- 5-8 years of Direct Marketing/List Management experience. Project Manager (or similar role) preferred.
- Demonstrated understanding of list management processes from list pulls and source/key coding to mailhouse to USPS regulations to in-home.
- Working knowledge of and facility with database management and customer relationship management software systems. Experience with Tessitura (or similar) cultural/arts based ticketing/CRM system, a plus.
- Demonstrated proficiency with Microsoft Word and Excel (including an ability to convert data to charts and graphs).
- Keen knowledge of USPS nonprofit and 3rd-class mailing regulations, and email CAN-SPAM laws.
- Strong verbal, written and interpersonal communications skills with the tact and diplomacy needed to create consensus with internal colleagues at all levels and external vendor/3rd party suppliers.
- Experience with budget management including competitive vendor quotes.

- Ability to manage a variety of assignments concurrently and meet multiple deadlines.
- Must be intellectually agile to proactively identify issues and make quality decisions in restricted time frames.
- Ability to work independently and as part of a team. We are a collaborative working environment with shared ownership of our marketing communications.

Hours of Work

40 hours per week, Monday to Friday, with flexibility in schedule needed to meet deadlines and attend various programs and events.

If you are interested in applying please email a cover letter (detailing salary requirements, if any) and resume, with Direct Mail as the subject heading, to Humanresources@92Y.org.

This role is a union position and the successful candidate will be required to become a member of DC1707.

We are an Equal Opportunities Employer