



## US Green Building Council – South Carolina Chapter Volunteer Job Description

### → EMAIL MARKETING MANAGER ←

**Chapter Vision, Mission, and Aim:**

*To transform the way buildings and communities in South Carolina are designed, built and operated, enabling an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life.*

For more information, visit: <http://www.usgbcsc.org>

<b>Chapter Committee</b>	Communications Committee
<b>Volunteer Position Title</b>	Email Marketing Manager
<b>Position Level</b>	Chapter-level only
<b>Job Description</b>	Ensure that the Chapter maintains the most up-to-date mailing list of members and potential members; utilizes technology to provide green building resources to email recipients; maintains tools and templates useful for Chapter programs and in-line with branding standards
<b>Approx. Hours Per Month</b>	8
<b>Commitment Timeframe</b>	One year
<b>Qualifications</b>	Strong marketing/communications experience desired Familiarity with Constant Contact a plus Database management experience a plus Member of Chapter Commitment to the Chapter’s vision and mission
<b>Specific Responsibilities</b>	Monitor and analyze email mailing list reports (growth, Open Rate, Click thru, Spam Reports, Opt Outs) Identify and report on trends Make recommendations to the Communications Committee for more effective emails Utilize email tools and strategies to increase membership, sponsorship, event attendance Make additions and changes to the mailing list contacts as needed Participate in monthly Communications Committee meetings providing progress updates and reports Follow USGBC branding guidelines in designing useful templates
<b>Positions Reports to</b>	Chair of the Communications Committee
<b>Measure of Success</b>	Mailing List remains up to date and useful for Branch Communications Chairs
<b>Benefits to volunteer</b>	Gain experience in email Marketing, working with emerging technologies

**To apply for this volunteer opportunity:**

Contact: Dan Gerst, Chair of Communications

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