

AMERICAN CIVIL LIBERTIES UNION
Membership Department – New York, NY

POSITION: ASSOCIATE MANAGER, ONLINE OUTREACH [MEMU-19/AICH]

The **American Civil Liberties Union (ACLU)** is a nationwide, nonprofit, nonpartisan organization, founded in 1920 and dedicated to the principles of liberty and equality embodied in the U.S. Constitution. The Membership Department of the National office in New York City seeks applicants for the full-time position of **Associate Manager, Online Outreach**.

OVERVIEW

Reporting to the Online Outreach and Fundraising Manager, the Associate Manager, Online Outreach will have the primary role of overseeing email messaging, production and execution of email and online campaigns designed to increase online giving, subscriber engagement and the conversion of web visitors to subscribers, members and/or online activists.

ROLES AND RESPONSIBILITIES

- Responsible for the planning and distribution of regularly scheduled outbound emails and newsletters, which include, but are not limited to, the following:
 - Determine audiences and review segmentation plans.
 - Assist in production of creative assets.
 - Determine user flow for outbound emails.
 - Write and edit email and webpage copy.
 - Oversee testing emails.
- Implement and monitor segmentation and test plans, metrics and analysis of online fundraising and constituent mobilization campaigns.
- Work with cross-departmental team to develop and execute online messaging and campaigns for consistent and concerted online mobilization and outreach program.
- Assist in the creation and management of online initiatives including campaigns, online advertising and online/offline grassroots strategies with the purpose of building lists for fundraising and advocacy.
- Gather statistical data and create reports on email performance and online marketing efforts using Application Service Provider software and other programs as necessary, including Excel.
- Draft initial analysis.
- Oversee email set-up and assist with email production when needed.
- Research new technologies and techniques for online outreach.
- Keep track of industry trends.
- Handle special projects as assigned.

EXPERIENCE AND QUALIFICATIONS

- Bachelor's degree required.
- A minimum of five years experience with online marketing and cross-channel marketing in non-profit settings preferred.
- Proven ability to write for an online audience.
- Solid understanding of user flow to maximize engagement.
- Detail oriented with strong follow-through, demonstrated ability to solve problems.
- Ability to meet tight deadlines, multi-task and manage resources effectively.
- Solid understanding of Internet tools, processes and techniques for membership development, advocacy campaigns, list building and social networking.

- Understanding of basic fundraising principles and constituent relations highly desired.
- Ability to work independently as well as within a team.
- Excellent verbal, written and interpersonal communication skills.
- Proficient in HTML desirable.
- Proficient with Excel, Javascript, Photoshop and Dreamweaver desirable.
- Commitment to the mission and goals of the ACLU.

COMPENSATION

The ACLU offers a generous and comprehensive compensation and benefits package, commensurate with experience and within parameters of the ACLU compensation scale.

HOW TO APPLY

If you are a proactive and resourceful team player with a passion for public interest issues, please send a cover letter (with salary requirements), resume and one page writing sample by email to hrjobs@aclu.org - reference [MEMU-19/AICH] in the subject line – or by mail to:

Human Resources
RE: Associate Manager, Online Outreach, [MEMU-19/AICH]
American Civil Liberties Union
125 Broad Street, 18th Floor
New York, NY 10004

Applications will be accepted until the position is filled, which will not be before June 4, 2010. *Please indicate where you learned of this job posting.*

The ACLU is an equal opportunity/affirmative action employer and encourages applications from women, people of color, persons with disabilities, and lesbian, gay, bisexual, and transgender individuals.

The ACLU comprises two separate corporate entities, the American Civil Liberties Union and the ACLU Foundation. Both the American Civil Liberties Union and the ACLU Foundation are national organizations with the same overall mission, and share office space and employees. The ACLU has two separate corporate entities in order to do a broad range of work to protect civil liberties. This job posting refers collectively to the two organizations under the name "ACLU."

PLEASE CONTACT AICH/WIA PROGRAM (212-598-0100, ext 221) FOR JOB-SEARCH ASSISTANCE!

(Customers must be Native American and meet WIA program eligibility requirements in order to receive transportation assistance, clothing allowance, cash incentives once employed, child care assistance, etc., etc..)

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