



# Pratham USA

## **JOB TITLE: Manager, Email Marketing**

### **Overview**

Established in 1995 to provide education to children in Mumbai slums, Pratham (which means “first” in Sanskrit) is now one of the largest and most successful non-governmental education organizations in India. Working in collaboration with governments, communities, parents, teachers, and volunteers, we focus on innovative interventions to address gaps in the education system. The clarity of our mission—“every child in school and learning well”—drives our focus to make an impact on the lives of India’s children and extends from our leadership to our team in the field.

With operations in 21 of India's 29 states, Pratham reaches millions of children and youth each year, from Kashmir to Tamil Nadu. Our methods have also spread beyond India's borders through ASER (Annual Status of Education Report), India’s largest citizen-led assessment which has inspired parallel assessments of children's learning in fourteen countries across the world.

### **What we do**

*Develop Innovative Programs* - Pratham uses outcome-driven programs that reconfigure teaching methodologies and challenge ineffective learning mechanisms. Our strategies focus on results, accountability and continuous learning and improvement.

*Build Scalable Models* - Pratham's low-cost learning models are rigorously tested and evaluated so they can be easily replicated on a larger scale to provide quality education to every child.

*Advocate Change* - Pratham’s willingness to take risks, adapt to changing circumstances and look beyond our programs gives us the leverage to create broader change. We amplify our impact by freely sharing information with other nonprofits and using our findings to advocate for large-scale policy changes.

*Inspire Action* - We engage parents, teachers and government to make learning a community effort. Local volunteers are vetted, trained and monitored to help implement learning interventions at the grassroots level using Pratham’s high-quality teaching materials.

### **Pratham USA**

Pratham USA is a volunteer-driven organization with 12 chapters across the United States that raise awareness and mobilize financial resources for our work on the ground. With a four-star rating (the highest possible) from Charity Navigator, Pratham USA



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demonstrates accountability and transparency as a non profit organization. More information about Pratham USA can be found here: [Pratham USA](#)

## **Job Description**

Pratham USA is seeking an experienced Email Marketing Manager to join our growing Marketing & Communications team. The ideal candidate will be responsible for effectively managing our Salesforce Account Engagement / Pardot system and continuously optimizing our email marketing and digital fundraising efforts in close partnership with our Digital Marketing & Engagement Lead. This role requires staying up to date with platform changes, industry trends, and making proactive suggestions for enhancing our email marketing strategies.

## **Specific Responsibilities**

- Manage and optimize Salesforce Account Engagement / Pardot system to ensure effective email marketing campaigns.
- Create audience segments based on demographics, behavior, and other relevant criteria to target specific customer groups effectively.
- Develop automated workflows to streamline email marketing processes and enhance supporter engagement.
- Oversee opt-ins management, ensuring compliance with relevant regulations such as GDPR and CAN-SPAM.
- Design and build visually appealing and responsive email templates that align with brand guidelines and campaign objectives.
- Continuously analyze email marketing metrics and KPIs to identify opportunities for improvement and optimization.
- Make data-driven recommendations to enhance email marketing performance, including A/B testing, segmentation strategies, and content optimization.
- Keep abreast of platform updates, best practices, and industry trends related to email marketing.
- Collaborate with cross-functional teams, including marketing and communications, development, and operations, to align email marketing efforts with overall organizational objectives.
- Stay informed about emerging technologies and tools in email marketing to maintain a competitive edge.

## **Additional Responsibilities:**

- Collaborate with the members of the team and external agencies to ensure email content is engaging, relevant, and aligned with overall marketing initiatives.



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- Assist in the development and execution of integrated marketing campaigns that incorporate email marketing as a key channel.
- Provide regular reports and insights to stakeholders on the performance of email marketing campaigns.
- Conduct competitor analysis to identify email marketing trends and opportunities.

## **Skills Required:**

- Bachelor's degree in either computer science, information technology, marketing, communications, or a related field.
- 5+ years of experience in email marketing management, with 1-2 years of international market/US experience.
- Proficiency in Salesforce, Salesforce Account Engagement and Pardot.
- Strong understanding of email marketing best practices, including segmentation, personalization, and deliverability.
- Experience in creating and optimizing email templates using HTML/CSS.
- Analytical mindset with the ability to interpret data and metrics to drive decision-making.
- Excellent communication and collaboration skills.
- Detail-oriented with strong project management abilities.
- Knowledge of GDPR, CAN-SPAM, and other relevant regulations.
- Ability to thrive in a fast-paced, dynamic environment and manage multiple projects simultaneously.

If you are passionate about email marketing and have a proven track record of driving results, we encourage you to apply for this exciting opportunity!

## **Compensation**

The position is full-time with competitive compensation and benefits commensurate with the India market in the social impact field.

*Note: This job will be hired via our organizational partner in India - Pratham USA Learning Solutions, LLC.*

## **Location and Travel**

This is a remote role based in India - which will require flexibility to be available US hours as needed.



**Pratham USA**

**How to Apply**

Email a cover letter describing your qualifications and relevant experience, a resume and salary requirements to [hiring@prathamusa.org](mailto: hiring@prathamusa.org).

*Pratham is an equal opportunity employer and encourages people from diverse backgrounds to apply for positions within our organization.*