

Job description

Position: Social Media Specialist - Email Marketing (volunteer)

Location: Remote

Time Commitment: 2-3 hours per week (flexible schedule)

Reports to: Marketing Manager

About NALZS:

North Alabama Zoological Society (NALZS) is a nonprofit organization dedicated to bringing a zoo and aquarium to the Greater Huntsville Alabama area. As we strive to create an exceptional zoo and aquarium, our nonprofit's mission is to foster connections between the communities and visitors of North Alabama with the wonders of the world's natural habitats and wildlife. We aim to set a standard of excellence in conservation, research, action, and education of wildlife, all while inspiring a brighter future for generations to come.

Job Summary:

Are you an email wizard with a passion for conservation and a deep love for our furry, feathery, and scaly friends? We're seeking a creative Email Marketing Maestro to join our wild and wonderful team at the North Alabama Zoological Society. Your mission, should you choose to accept it, will be to captivate and inspire our supporters through imaginative and engaging email campaigns that roar with impact. Get ready to unleash your animal-loving superpowers!

Responsibilities:

1. *Animalistic Storytelling:* Craft enchanting narratives that bring the wonders of the animal kingdom to life in our email campaigns. Your words should transport readers to the heart of the African savannah, the depths of the Amazon rainforest, or even the cozy burrows of a meerkat colony.

2. *Email Expedition Planning*: Collaborate with our wildlife experts to map out captivating email journeys that educate, entertain, and inspire our subscribers. From adorable baby animal updates to behind-the-scenes zoo adventures, your creativity will keep our audience hungry for more.
3. *Design Zoo-tacular Templates*: Partner with our design team to create eye-catching and visually stunning email templates that capture the essence of our wild residents. Every email should feel like a virtual safari, enticing recipients to embark on a thrilling digital adventure.
4. *List Wizardry*: Manage our email database like a true zoological savant. Segment our subscribers based on their preferences, demographics, and engagement levels to ensure each email reaches the right audience at the right time.
5. *Analytics Animal Tracking*: Dive into the email analytics jungle and decipher the wild metrics. Monitor open rates, click-through rates, and conversion rates to optimize our campaigns and discover untamed opportunities for improvement.
6. *Conservation Crusading*: Collaborate with our fundraising team to create compelling email campaigns that drive donations, raise awareness, and empower supporters to join our conservation mission. You'll be the superhero behind the scenes, saving animals one email at a time!

Qualifications:

- *Email Enthusiast Extraordinaire*: You should have a track record of creating captivating email campaigns that have made hearts flutter and inboxes rejoice. Experience with email marketing platforms and automation tools is a must.
- *Creative Beast*: Your imagination should be as vast as the Serengeti, with the ability to transform animal facts and stories into captivating content. Previous experience in storytelling, copywriting, or content creation will give you the roar of an advantage.
- *Data Tracker*: While you appreciate the majestic beauty of wildlife, you also have a keen eye for numbers. Experience in analyzing email metrics and using them

to optimize campaigns will help you navigate the untamed territories of email success.

- *Conservation Chameleon:* An ardent passion for wildlife and conservation is essential. Previous experience in the nonprofit sector, particularly with zoos or animal-focused organizations, will make you the king or queen of our jungle.
- *Agility and Adaptability:* In the ever-changing world of email marketing, you must be nimble and ready to pounce on new opportunities. You'll need to stay updated on industry trends, technology advancements, and the latest email best practices.

So, are you ready to embark on an extraordinary journey where your email prowess meets the enchanting world of wildlife? Apply now and become an integral part of our zoo-ztastic team at the North Alabama Zoological Society. Together, we'll roar louder for conservation and make a lasting impact on our planet!

Note: This is a volunteer position and does not offer financial compensation. However, it presents a unique opportunity to contribute to the establishment of a zoo and aquarium in the Greater Huntsville Alabama area and make a lasting impact on the community. It isn't very often that one gets to help build a brand-new zoo from scratch.

Thank you for your interest in joining the North Alabama Zoological Society (NALZS) Family and helping us create an exceptional zoological experience for our community.