

# We're HIRING!

Become part of the legal force  
behind local leaders.



## Email Manager

### Public Rights Project

Remote – Central Time Zone Preferred

Salary: \$87,550 – \$118,450

## The Organization

Public Rights Project (PRP) is a national nonprofit organization that helps local government officials fight for civil rights. We build their capacity to protect and advance civil rights, convene and connect them on key issues, and provide legal representation to help them win in court for residents. Since its founding in 2017, PRP has recovered significant financial relief for marginalized people; built a nationwide network of government offices, elected officials, and community-based organizations; trained prosecutors and government lawyers across the country; and secured court victories on rights for abortion, immigrants, workers, and voting. [Learn more about our work.](#)

## The Position

The Email Manager plays a central role in advancing PRP's mission by ensuring that its email communications reach the right audiences with accuracy, speed, and impact. Reporting to the Director of Editorial & Branding, you will maintain the email calendar and project manage the day-to-day execution of a high volume of recurring and rapid-response communications designed to organize and activate government partners, respond to fast-moving litigation and advocacy, and engage donors and supporters. Over time, you will be relied upon to use data and best practices to make a compelling case for improving email engagement, segmentation, and overall performance in a fast-paced, mission-driven environment.

You will work within a close-knit, eight-person Communications & Marketing team and collaborate closely with executive leadership, development, and programmatic staff. Your attention to detail and cross-functional relationship skills will directly support PRP's civil rights work. This is an ideal opportunity for a mission-driven communications professional with 2+ years of hands-on email marketing platform experience who is energized by the intersection of digital communications and civil rights advocacy.

| Emails / Month | Key Platforms                           | In-Person Requirements |
|----------------|-----------------------------------------|------------------------|
| 30+            | Salesforce,<br>Campaign Monitor & Slack | 1-3 Team Meetings/Year |

## Activate & Execute

- Own the day-to-day execution of all email campaigns in Campaign Monitor through Salesforce, including rapid-response litigation and advocacy emails, programmatic sends, newsletters, fundraising appeals, and marketing emails
- Maintain and refine PRP's email database, contact management practices, and audience segmentation in collaboration with the Salesforce team
- Implement email best practices across A/B testing, drip and nurture campaigns, re-engagement campaigns, and welcome series automation
- Lightly edit or suggest copy as needed so every email meets PRP's brand and editorial standards

## Connect & Collaborate

- Establish and own scalable processes for planning, producing, approving, and scheduling email campaigns in a high-volume, fast-moving environment
- Maintain a shared email calendar and manage each send through a multi-step review process involving communications & marketing team, program staff, and the Salesforce team
- Coordinate with the development team to support donor communications and funder briefing marketing
- Build strong relationships across the organization, especially with 50+ program staff, to proactively identify needs, troubleshoot issues, and turn organizational priorities into effective email campaigns
- Escalate content or timing disputes as needed to ensure each issue ends with a clear decision, a protected relationship, and a stronger email

## Learn & Improve

- Conduct regular data analysis to monitor performance, identify trends such as open rate shifts and list fatigue, and surface opportunities to improve engagement and ROI
- Use audience data and analytics to continuously refine segmentation, send cadence, and targeting strategies
- Serve as a strategic advisor on how PRP engages its audiences by making data-driven arguments for smarter email practices across the organization

**The ideal candidate for the Email Manager possesses the following competencies:**

#### **Execution & Accountability**

Oversee the execution of high complexity projects, holding team members accountable for their contributions and ensuring project success. Manages project timelines and quality, ensuring successful completion of deliverables.

#### **Problem Solving & Decision Making**

Applies advanced problem-solving skills to complex, non-routine issues. Leads efforts to solve challenging problems and guides the team toward innovative solutions. Mentors junior staff.

#### **Communication & Influence**

Leads communication efforts with stakeholders, ensuring alignment and clarity. Shapes decisions through effective communication. Clearly conveys complex information, and influences direction.

#### **Collaboration & Teamwork**

Takes a leadership role in team collaboration, fostering an inclusive environment and mentoring junior team members. Facilitates team meetings and fosters a collaborative culture.

#### **Stakeholder Focus**

Builds strong relationships with stakeholders, ensuring their needs are met through innovative solutions and continuous engagement. Leads efforts to resolve complex issues and ensures stakeholder satisfaction.

#### **Adaptability & Continuous Learning**

Demonstrates advanced adaptability by leading teams through change and fostering a culture of continuous learning. Guides teams through change management processes and encourages ongoing skill development.

### **Additional Qualifications**

- 2+ years of hands-on experience managing an organizational email marketing platform; Campaign Monitor strongly preferred, Mailchimp, EveryAction, or similar platforms also considered.
- Experience planning, building, testing, scheduling, and executing email campaigns from start to finish.
- Experience working with CRM platforms, preferably Salesforce, including audience segmentation, contact management, and list management.
- Strong analytical skills, including the ability to use email metrics, engagement data, and A/B testing results to improve campaign performance and make recommendations to leadership and staff.
- Exceptional attention to detail, particularly around quality assurance, formatting, links, audience selection, and scheduling.
- Strong project management and organizational skills, with the ability to manage multiple campaigns and competing deadlines simultaneously.
- Comfortable working independently, exercising sound judgment, and making decisions in an environment where priorities shift quickly; steady and clearheaded in ambiguity.
- Confident, low ego, collaborative, and solutions-oriented with a genuine enjoyment for partnering with colleagues who have varying levels of email and communications expertise.
- Commitment to the mission and core values of Public Rights Project, including diversity, equity, inclusion, and belonging.

## Work Environment

PRP is a fully remote organization and team. We currently have remote staff in Oakland, Los Angeles, Boston, Chicago, Philadelphia, Portland (Oregon), and Washington, D.C., as well as other cities.

## PRP Hiring Commitment

PRP is committed to the principles and practices of equal employment opportunity. A diverse and inclusive workplace, both at PRP and within the government offices we serve, is a key ingredient for achieving our mission of building equitable enforcement capacity within state and local government.

We aim to assemble a team that reflects the world we live in and the communities we serve with respect to race, gender, sexual orientation, gender identity, disability and immigration status. People with personal or family experience with the type of harms we seek to combat, including wage theft, predatory lending, fraud, discrimination, and environmental degradation are particularly encouraged to apply.

## Compensation and Benefits

### Salary

The determined salary range for this Level 3 role is set between \$87,550 – \$118,450. Exact salary will be based on candidate experience. For internal equity purposes, PRP will not negotiate with candidates outside of the role's designated range.

### Benefits

PRP offers a comprehensive benefits package designed to support employees' health, well-being, professional growth, and work-life balance, including:

- Medical, dental, vision, and other healthcare benefits, such as fertility services
- 15 vacation days in year one, increasing to 20 days in year two, plus 12 sick days and 13 paid holidays annually
- \$500 annual home office, \$65 monthly phone, and \$65 monthly internet stipends
- \$500 annual professional development stipend
- Paid summer and winter office closures, and biweekly Flex Time Fridays

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by September.

**Lori Clement**  
**Partner**

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**[Submit an application](#)**