

Marketing Automation Specialist

Permanent, Full-time

At United Way of Calgary and Area, we believe that united, we make the biggest difference. We're strongest when we come together to improve local lives and communities—and when we come together as a team, we passionately propel our mission forward. We're currently looking for a Marketing Automation Specialist to join our MarCom team.

Reporting to the Digital Marketing Manager, the Marketing Automation Specialist is a hands-on technical marketer responsible for building, managing, and optimizing personalized, data-driven communications across United Way's core audiences.

This role sits at the intersection of marketing strategy and technology, translating campaign goals into scalable, automated journeys that drive engagement, conversion, and retention. You will lead the execution and optimization of lifecycle marketing programs, with a strong focus on email and donor journeys. While Salesforce Marketing Cloud (SFMC) is our primary platform, we are open to candidates with experience in other marketing automation tools (e.g., HubSpot, Marketo, Pardot, etc.) and will provide training on SFMC.

This is a marketing role where the focus is on campaign strategy, audience engagement, and performance optimization. Working within the Marketing and Communications teams and in close partnership with Digital Transformation team this role ensures marketing automation programs are strategically aligned, technically sound, compliant, and performance-driven.

If you are passionate about your community, aspire to make an impact, thrive in a fast-paced environment, and want to make a difference, then we're looking for you!

What you will do

Email Strategy & Campaign Execution

- Own and evolve United Way's email marketing roadmap and campaign calendar in alignment with fundraising and engagement priorities.
- Plan and execute segmented campaigns including acquisition, lead nurturing, stewardship, workplace campaigns, and events.
- Develop audience segmentation and lifecycle strategies to deliver relevant, personalized messaging.
- Optimize send cadence, list growth, and engagement trends to inform improvements.
- Build and optimize newsletter programs to increase engagement across key audience segments.
- Collaborate with Content and Campaign teams to ensure messaging aligns with audience insights and brand standards.

Marketing Automation & Journey Development

- Design, build, test, and optimize automated journeys and triggered communications.
- Translate marketing objectives into scalable workflows, decision logic, and lifecycle programs.
- Build and manage audience segmentation using data-driven approaches (e.g., SQL or similar tools).
- Leverage dynamic content and personalization to improve relevance and performance.
- Develop reusable templates and automation frameworks to improve efficiency.
- Identify opportunities where automation can enhance campaign impact and reduce manual effort across omnichannels (e.g. social media, events, advertising).

Platform Operations & Compliance

- Manage day-to-day execution within the marketing automation platform, including audience setup, data hygiene, and campaign deployment.
- Ensure compliance with CASL, CAN-SPAM, and consent management best practices.
- Support email deliverability standards in collaboration with IT (SPF, DKIM, DMARC).
- Partner with Digital Transformation on integrations, data flows, and platform enhancements.
- Stay current on marketing automation trends, tools, and best practices.

Performance & Optimization

- Define and track KPIs related to engagement, conversion, and lifecycle performance.
- Conduct A/B testing across subject lines, content, timing, and journey logic.
- Analyze campaign performance and provide actionable recommendations.
- Build and maintain reporting dashboards to track key metrics (open rate, click-through rate, conversion, etc.).
- Share insights with marketing leadership to continuously improve results and collaborate with cross-functional teams.

WHAT SUCCESS LOOKS LIKE (First 6-12 Months)

- Launch and optimize key automated journeys supporting donor engagement and campaigns
- Improve core email performance metrics (engagement, conversion, list growth)
- Build scalable segmentation and personalization frameworks
- Increase efficiency through automation and reusable campaign structures
- Contribute to a more data-driven, lifecycle-based marketing approach

What you will bring

Experience:

- 3-5 years of experience in digital marketing, marketing automation, or lifecycle marketing
- Hands-on experience with a marketing automation platform (e.g., Salesforce Marketing Cloud, HubSpot, Marketo, Pardot, or similar)
- Experience building and optimizing automated campaigns and customer journeys
- Strong understanding of segmentation, targeting, and personalization strategies
- Working knowledge of HTML/CSS and familiarity with data concepts (e.g., SQL or similar)
- Understanding of email deliverability, privacy legislation (CASL, CAN-SPAM), and consent management
- Post-secondary education in marketing, communications, or a related field

Preferred Qualifications

- Experience with Salesforce Marketing Cloud
- Familiarity with AMP script or similar scripting/personalization tools
- Experience working within a CRM ecosystem (e.g., Salesforce)
- Experience integrating marketing tools and data sources
- Experience with reporting tools (e.g., Power BI or similar)
- Experience in nonprofit, fundraising, or donor engagement environments

Attributes:

- Strong blend of marketing thinking and technical execution
- Analytical mindset with a focus on performance and continuous improvement
- Detail-oriented with a quality-first approach to campaign execution
- Ability to translate business needs into technical solutions
- Strong communication skills, able to explain technical concepts to non-technical stakeholders
- Proactive, curious, and comfortable working in a data-driven environment

Work Environment

Our team values the flexibility that hybrid work offers, while also recognizing the importance of in-person collaboration. Our office is located in Calgary and employees are expected to work in the office on Tuesday, Wednesday and Thursday. Our hybrid approach strengthens our culture of collaboration, innovation and learning while being flexible where possible.

United, we make the biggest difference

United Way is a not-for-profit organization that has played a vital role in our community for 85 years. As a social impact organization, our mission is clear: we mobilize communities for the common purpose of working together to create lasting social change.

In addition to meaningful work where you can have an impact, United Way also offers a comprehensive compensation, benefits and time off package, a hybrid work environment, and a variety of professional development opportunities.

Our Commitment to an Inclusive Culture

We are committed to creating an inclusive culture where everyone feels valued and respected, and that reflects the diverse community we serve. We welcome applications from all qualified candidates and encourage candidates with diverse backgrounds, experiences, styles, and abilities to apply. If you require accommodation at any stage of the hiring process, please let us know.

To Apply

Send **cover letter, resume and salary expectations** by 4:00 pm May 8, 2026, to hr@calgaryunitedway.org

Subject Line: Marketing Automation Specialist - Your Name.

To learn more about the United Way of Calgary and the Area, please visit our website at www.calgaryunitedway.org.

We thank all applicants for their interest and effort in applying for this position, however, only those being considered will be contacted.