



# Internship: Email Marketing Specialist

Internship Part-time or Full-time (Nashville, TN)

Reporting to Chief Revenue Officer

## Company Overview:

Founded by nonprofit and technology veterans in 2019, Generous is a Nashville, TN startup who has built a powerful donations engine that facilitates the collection of nonprofit donations from generous people online anywhere. Support the causes you care most about when you're streaming your favorite concert, buying a gift for a wedding, or making an everyday purchase. We are making it easier for people to be Generous!

## Our Mission:

To be the most trusted company offering a simplified solution to donate anywhere online.

## Opportunity:

We are looking for someone who is studying (has studied) email marketing and/or has prior experience. This individual will play a big role across all our email communication and customer support systems. The right person for this role has exceptional project management skills, analytical abilities, experience with ESPs (email service providers, such as **SendGrid**), customer segmentation, and reporting. You should thrive in a fast-paced environment and find purpose in your work from having a measurable positive impact on society.

About You:

**Do you have experience with email and digital marketing?** You have developed and implemented email campaigns, including multi-step, customer journey campaigns, run A/B tests to support decision making, learned to understand customer lifecycles, and become good at analyzing results and using data to improve continuously.

**Are you obsessed with understanding your customers?** You're naturally empathetic, and take delight in putting yourself in their shoes. You love figuring out user segments and crafting campaigns that help users at all stages of their lifecycle with a product—because you love connecting people with products and services that make the world a better place.

**Do you love owning projects end-to-end?** You're a self-starter and you are hyper-organized: you get things done. And not just done—done with every detail considered, on time, while communicating progress along the way.

**Are you an excellent communicator?** You love to write and get the message just right. You bring great ideas to the table, invite ideas from others, and thrive in an environment of feedback

and collaboration across multiple teams with other experts.

**Are you good at figuring out new technology tools?** You have a knack for teaching yourself a new tool without needing to take a course. You could figure out how to create a custom report, learn how to create multi-step customer journey campaigns, adjust some HTML or CSS to get emails to look the way you want, or you could modify an SQL query so an email gets sent to the right user group.

**Requirements:**

- Students must be currently enrolled rising sophomores, juniors, seniors or previously graduated from an accredited university
- Available during standard working hours part-time or full-time
- Provide own laptop and have access to video for conference calls

**Compensation:**

- Internship Course for College Credit or Minimum Wage

**Perks:**

- Have a measurable positive impact on society
- Work with a team of passionate professionals

**Generous believes an equitable and inclusive work environment and a diverse, empowered team are key to achieving our mission.** Generous provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity or expression, veteran status, or genetics. We strongly encourage candidates from underrepresented minorities in tech to apply.

**Apply with resume and a cover letter explaining why you're interested in the internship to: [careers@joiningenerous.com](mailto:careers@joiningenerous.com).**