

Avaaz.org position description: Email Deliverability Specialist

Avaaz.org background

Avaaz is an international campaigning organisation with a simple democratic mission: to close the gap between the world we have, and the world most people everywhere want. Avaaz (the name means "voice" or "song" in many languages) works on issues ranging from climate change and environmental protections to human rights, conflict, poverty, and democracy, using online campaigns to instantly mobilize people everywhere to confront injustice anywhere.

The organisation has enjoyed a meteoric rise since launching in 2007, reaching 10.3 million members and climbing fast. Avaaz members have taken over 30 million actions, told over 60 million friends about Avaaz campaigns, donated more than \$20 million online, and organised 10,000 rallies and events in every country of the world. Operating in 16 languages with a staff of 50, Avaaz is 100% member-funded. Our campaigns have garnered coverage in most of the world's media outlets, have changed major decisions by governments including Brazil, Japan, and Canada, shifted the policies of major corporations; and saved thousands of lives in natural disasters. The Times of London calls Avaaz "one of the most important new voices on the global stage."

We've just scratched the surface of what's possible. As Avaaz enters its fifth year, it is poised for achieving dramatic growth in both scale and the scope of its work and diversification of its strategies and tactics for achieving positive change -- including exploration of new online areas such as social integration, game dynamics, web publishing and broadcasting, crowd-sourcing of complex projects, and user-generated campaigning.

Job description

The Email Deliverability Specialist has primary responsibility for monitoring and maximizing the rate at which Avaaz emails are successfully delivered to recipient inboxes. The role involves specialized expertise in the practices of ISP's, blacklists and other participants in the email deliverability cycle; hands-on technical ability in the use of tools for extracting and manipulating data such as spreadsheets, Unix command-line tools, and SQL; expert knowledge of special purpose deliverability monitoring tools; and experience with the human advocacy side of managing ISP and blacklist relationships.

The Email Deliverability Specialist creates reports digesting complex statistics for the use of executive decisionmakers, develops and refines techniques for testing and improving deliverability, and stays abreast of the latest developments in the field.

Specific duties include:



857 Broadway, 3rd Floor
New York, NY 10003
p +1 917 388 3988
f +1 212 202 5428

- monitoring Return Path or an equivalent seed-list service for problems
- tracking and correcting blacklist listings of Avaaz IP addresses
- designing and running tests of email deliverability
- reviewing and maintaining email server authentication systems
- identifying and troubleshooting deliverability problems with specific ISP's
- testing and verifying automated Feedback Loop unsubscribe processes
- managing any required manual FBL unsubscribe processes
- advise Avaaz managers on best practices for email sending policies and infrastructure
- other tasks as needed to maximize Avaaz email deliverability

The Email Deliverability Specialist reports to the Online Director or his/her designee.

To Apply

If interested, please send your CV and a brief note to matt+jobapps@avaaz.org