

Concord Church Position Description
Job Title: Digital Marketing Manager
Reports to: Marketing Manager
Updated: February 18, 2019

General Summary

The Digital Marketing Manager is responsible developing, implementing, tracking, and optimizing digital marketing campaigns across all digital channels for Concord Church from concept to execution.

The Digital Marketing Manager exhibits the seven Core Values of Concord Church:

- ***Dedication to Personal Growth*** – Is intentional about personal development as a man/woman, believer, and a staff member. Ephesians 5:15-21
- ***Dedication to H.I.T. (Honesty, Integrity and Truthfulness)*** – Able to confront self and others by being truthful with a spirit of love. Ephesians 4:14-32
- ***Effective Communication*** – Communicates using the THINK methodology (is True, Helpful, Inspiring, Necessary and Kind). Psalm 15
- ***Servant's Heart*** – Will possess compassion for others and a kind spirit. Philippians 2:3-16
- ***Team Spirit*** – Supports the team by having a strong work ethic, being responsive to deadlines, exhibiting professionalism at all times, actively works to resolve any conflicts that arise, and is flexible whenever necessary. Galatians 6:1-7
- ***Loyalty*** – Committed to God's will, the Executive Pastor's vision, the church's mission and vision, follows leadership, and supports the entire team. 1 Peter 2:13-25
- ***Work hard, Play hard*** – Carries out job responsibilities with passion and completes the necessary tasks to accomplish the church's mission and vision. Proverbs 17:22

Essential Functions

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain Concord's social media presence
- Measure and report performance of all digital marketing campaigns, and assess goals (ROI and KPI)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion test
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end user member experience across multiple channels and member touch points
- Instrument conversion points and optimize user funnels
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Collaborate with agencies and other vendor appropriate

Requirements

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrate experience leading and managing SEO/SM, marketing, database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g. Google Analytics, Netsight, Omniture, Webtrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and Javascript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with latest trends and best practices in online marketing and measurement

Supervisory Responsibilities

This position manages the Social Media Coordinator.

Education and Experience

This position requires a minimum of a Bachelor's degree from an accredited college or university, preferably in Communications, Marketing or a related discipline. A Masters' degree is preferred but not required.

This position requires a minimum of 5 years of marketing and communications and experience, preferably in the nonprofit sector.

Physical Requirements

An employee in this position primarily works in a typical office environment, is generally sedentary, and uses computers, calculators, phones, and other office equipment to fulfill the position duties. An employee in this position is required to walk, hear, speak, and stand to interact with church staff, members, and volunteers. Must be able to lift up to 50 pounds and move equipment such as cameras and lighting. Must be able to climb ladders and work at heights of 50' or more on catwalks. Work is conducted in a fast-paced, rapidly changing environment. The ability to manage stress, build professional and collaborative relationships, and reason through complex church business situations is required. A flexible schedule is required since this position requires evening and weekend work.

Travel Requirements

This position does not have any travel requirements.

Concord Church Membership

This position is required to be a member of Concord Church. Employees in this position are expected to sincerely hold the same religious [beliefs](#) as expressed by Concord Church.