



## **DIGITAL MARKETING COORDINATOR**

### Job Summary

Full-time, non-exempt, 40 hours/week. Reports to the Director of Communications.

The Digital Marketing Coordinator helps develop, organize, and distribute content through various digital communication channels, including but not limited to websites, apps, social media, and email. This position also works with contractors to keep all Providence websites fresh and working properly as well as build out new websites and digital platforms as needed. Position will provide key suggestions on new and innovative uses for content, evaluate and report on analytics, as well as bring attention to out-of-date content.

### Qualifications & Requirements

- 2+ years of professional experience in similar role preferred
- Personal integrity and evidence of spiritual growth
- A desire to plug into community at Providence
- Strong interpersonal, organizational, and project management skills
- A strategic thinker, able to operate with careful attention to detail in a task-oriented and fast-paced environment
- Proficient in HTML and CSS
- Knowledge and experience of Google Analytics and SEO best practices
- Strong written and verbal communication skills
- Possess a high-level of understanding of creating engaging content on popular social media
- Experience working with Wordpress built websites
- Experience in managing targeted digital marketing campaigns (web, email, social media)
- Strong design sense including proficiency with Adobe Creative Cloud apps for design and video
- Experience shooting photos and videos using DSLRs a plus
- Ability to recruit and lead creative volunteers
- Willing to work some evenings, weekends, and holidays

## Responsibilities

- Gather, manage (including archiving when applicable), and edit all content for Providence websites, app, email, and social media accounts
- Keep all content up-to-date across all of Providence's digital platforms including various weekly updates and updates submitted by ministry teams
- Routinely participate in the creative planning process alongside the Communication's Team, providing insight into digital strategies to better promote and support various church initiatives
- Work with contractors to manage, develop, and support all Providence websites and app
- Produce creative and effective church-wide and segmented emails
- Provide regular detailed reports to the Director of Communications regarding Providence's websites, social media accounts, app, and email analytics as well as strategies to improve key metrics on each platform
- Create, manage, and evaluate all digital advertising (paid and unpaid) for best overall effectiveness including but not limited to social media and Google Ads
- Design new and/or manipulate already designed graphic design elements for various digital platforms, keeping in line with the Providence brand guide
- Create fresh, relevant, and theologically aligned content specifically designed for various social media platforms including posts with text-only, photos, live video, graphics, and edited video
- Work with the Director of Communications to build and lead various volunteer teams to assist in content creation including but not limited to a photography team and social media team
- Actively engage comments and messages received through social media in a positive, timely, and helpful manner
- Keep Providence up-to-date on the latest digital trends
- Manage all assigned tasks using the Communication Team's current project management system
- Other duties as assigned by the Director of Communications

## Apply

Email your resume, references, and portfolio to Andrew Barnes at [andrew.barnes@pray.org](mailto:andrew.barnes@pray.org). Resumes without references and a digital portfolio of previous work will not be considered.