

# WHITE MEMORIAL PRESBYTERIAN CHURCH

## JOB DESCRIPTION: DIGITAL MARKETING COORDINATOR

**Department:** Administration

**Reports to:** Communications Director

**Directly Supervises:** NA

**Status:** Part-Time,  
Telecommuting

**FLSA:** Non-Exempt

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### **SUMMARY**

Duties for the Digital Marketing Coordinator will include tracking campaign progress, developing various digital marketing materials, sourcing images and artwork, collating content, updating online assets, streamlining production, and handling general digital marketing activities. The Digital Marketing Coordinator maintains the website, ensuring that its content is easily accessible and fits within the marketing mix through the various social and digital channels available.

### **QUALIFICATIONS**

- Proven work experience as a Digital media specialist or Digital marketing manager
- Solid knowledge of Photoshop, After Effects, Final Cut Pro, Premiere Pro, Audacity or other media editing software
- Experience with visual communication principles
- Familiarity with web design and content management systems
- Excellent analytical and project management skills
- An ability to multitask and perform under tight deadlines
- Strong verbal and written communication skills
- BS degree in Marketing, Digital media or relevant field
- Additional qualification in web design or animation is a plus

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Maintain an innovative, up-to-date, engaging website
- Design digital media campaigns aligned with church strategy
- Coordinate the creation of digital content (e.g. website, blogs, press releases and podcasts)
- Manage end-to-end digital projects
- Establish our web presence to boost awareness
- Maintain a strong online voice through the website and social media
- Suggest and implement direct marketing methods
- Monitor ROI, KPIs, and other analytics
- Stay up to date with digital media developments

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#### **ESSENTIAL KNOWLEDGE, SKILLS, AND ABILITIES**

- Able to work both independently and collaboratively within a team to assess needs and produce results.
- Able to develop and maintain positive and effective relationships with a wide variety of people with varying social, theological, and intellectual sensitivities, inside and outside the congregation.
- Uses diplomacy and tact; is approachable.
- Able to effectively communicate through verbal, written, and electronic means.
- Demonstrates strong organizational skills.
- Able to maintain confidentiality.
- Able to use church computer hardware and software effectively.
- Personal qualities of integrity, credibility and a commitment to White Memorial's mission.

#### **PHYSICAL AND MENTAL REQUIREMENTS**

- Physical requirements include but may not be limited to: frequent sitting and standing; moderate driving, walking, handling of files, keyboarding, operating a telephone, and other office equipment; some lifting of up to 25 lbs.
- Mental requirements include but may not be limited to: intermediate math functions, intermediate reading, advanced reasoning, advanced speaking ability, and advanced writing ability.

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#### **CORE COMPETENCIES**

**Decision Making and Problem Solving:** Uses sound logic to approach difficult problems and applies effective solutions; can distinguish between symptoms, causes and implied solutions; makes decisions in a timely manner based upon a blend of research, experience, risk-taking, and good judgment.

**Organizational Knowledge:** Knowledgeable in the dynamics of congregational communication, decision making and how leadership works; recognizes how to get things done through formal and informal decision-making channels.

**Process Management:** Utilizes a management system resulting in the responsible processes necessary to achieve goals; understands how to organize people and activities; manages time and tasks for efficient workflow; balances metrics appropriately; understands what to measure and how to measure it; accurately assesses opportunities for synergy and integration; and utilizes resources effectively to maximize efficiency.

**Integrity and Trust:** Viewed as a positive role model; regarded as trustworthy by others; communicates diplomatically and appropriately in direct, honest and transparent ways; responds to situations with constancy, reliability and respect.