

TIMES SQUARE CHURCH

Digital Marketing Manager | Job Description

Department: Creative

Direct Oversight: Creative Director

Key Relationships: Creative Director, Art Director, Graphic Designer, Photographer, All ministries

Qualifications

- 2+ years of digital marketing/social media experience. degree in marketing, media, or communications; or related business experience.
- Demonstrated experience in managing and optimizing social media, email marketing mobile apps, websites, PPC, and other digital marketing.
- Strong understanding of current digital marketing best practices and tools.
- Strong strategic capabilities with the capacity to drive organizational goals.
- Exceptional ability to plan and manage people and time efficiently.
- Experience managing multiple project timelines and details while successfully keeping multiple team members on schedule and meeting deadlines
- Excellent written and verbal communication, including presentation skills
- Ability to persuade and negotiate with others, including conflict resolution skills
- Highly self-motivated with the ability to drive projects to completion

Primary Responsibilities

(Includes, but not limited to the following)

- Develop and implement an integrated digital marketing strategy to advance the organization's brand identity; broaden awareness of its mission and objectives; increase the visibility of its initiatives, and cultivate and enhance meaningful relationships with targeted audiences, as well as influencers.
- Develop and execute a comprehensive social media strategy to increase visibility to our target audiences, amplify event awareness and drive engagement.
- Develop an email marketing strategy in collaboration with the Creative Director.
- Oversee and develop email marketing campaigns and benchmarks, using demographics, target audiences, and campaign goals.
- Make recommendations to improve email metrics (g., open rate, click rate, etc.)
Remain up-to-date on email marketing techniques and technologies
- Devise strategies to drive online traffic to the organization's website and monitor outcomes.
- Collaborate in web development and web design initiatives.
- Assist with website content writing.
- Lead advertising and promotion campaigns from start to finish, including analyzing results and making recommendations for continuous improvements

manage digital ad campaigns, monitor campaign performance, and provide monthly reports on performance

- Assist with the strategy, development, and execution of market research activities to further organizational community goals.
- Gather meaningful insights and recommendations for additional promotions or other tactics to meet objectives.

Culture Standards

- Has a positive, fun, and enjoyable attitude
- Enjoys working hard and optimistic about challenges.
- Teachable and open to asking for feedback regularly.
- Focused on the development and discipleship of others.
- Creates a feeling of belonging on the team and fosters open dialogue.
- Responds to emails, texts, and other lines of communication promptly.
- Effectively communicates process, progress, and results.
- Can facilitate effective brainstorming.
- Has a sense of managing the creative process.
- Develops new and unique ideas.
- Has good judgment about which creative ideas will work in the church setting.
- Sets objectives and goals.
- Concentrates his/her efforts on the more important priorities and manages time well.
- Anticipates and adjusts for problems and roadblocks.
- Not fearful of acting with minimal planning.