

JOB TITLE: DIGITAL MARKETING SPECIALIST

Matthew 25: Ministries is seeking a full time, creative, team-oriented Digital Marketing Specialist to work as part of our marketing department to help develop and execute digital marketing strategies, research and evaluate related trends and campaigns, and increase awareness of Matthew 25 and our programs through digital platforms.

Duties will include helping to plan, implement, and monitor approved digital marketing campaigns across a variety of digital networks. Our ideal candidate is someone with experience in digital marketing, project management, and social media management. In addition to being an outstanding communicator, the successful candidate will also demonstrate excellent interpersonal and analytical skills.

SCHEDULE

Full Time, Monday - Friday with occasional non-business hours

PAY

\$32,000 - \$34,000 / year salary + benefits

THE SUCCESSFUL CANDIDATE WILL WORK WELL BOTH INDEPENDENTLY AND AS PART OF A TEAM WITH THESE PRIMARY RESPONSIBILITIES:

- Suggest, plan, and help implement digital marketing campaigns that work toward raising awareness about Matthew 25's work and increasing online engagement.
- Manage digital marketing efforts, including web, SEO, email, social media, and display advertising campaigns.
- Create digital content.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Develop and help monitor campaign budgets and ROI.
- Monitor web analytics, suggest concepts to achieve company's online goals, and implement approved concepts.
- Identify the latest trends and technologies, and make related suggestions to help achieve organization's goals.
- Demonstrate proficiency with Google Grants AdWords program, and utilize this tool to help connect with new supporters.
- Work quickly and efficiently, meeting deadlines and balancing multiple projects at a time.

REQUIREMENTS

- Bachelor's degree in Marketing or relevant field.
- A minimum of 5 years' experience in a digital marketing or advertising position.
- In-depth knowledge of managing various digital platforms, best practices, and website analytics, including social media, web, SEO/SEM, and email marketing.
- Strong proficiency with Google AdWords platform and proven ability to utilize this resource to reach new audiences.
- Highly creative with excellent analytical abilities.
- Excellent writing skills and ability to maintain consistent, positive voice.
- Outstanding communication and interpersonal skills.
- Fluency in Adobe Creative Suite, Microsoft Office and HTML.
- Photography skills are a plus.
- Up-to-date on the latest trends and technologies in digital marketing.
- Have an artistic vision and excellent presentation skills.