

## **ROLE DESCRIPTION**

**Role:** Digital Marketing Director

**DEPARTMENT:** Development Department

**REPORTS TO:** Vice President of Development

**CLASSIFICATION/ STATUS:** Full-Time, Exempt

### **GENERAL STATEMENT OF DUTIES & RESPONSIBILITIES:**

This person is responsible for generating giving, online conversion and actionable insights across all CGM digital channels and digital assets. He/she will create and execute a digital strategy that builds donor engagement, improves our digital footprint and delivers effective digital metrics. The D&M Director will work with vendors, team members and technologies across many digital platforms to position City Gospel Mission as a nonprofit leader in the online world. A key component of this role is to help create the marketing strategy and content that will be communicated through the various digital platforms.

### **MAJOR POSITION RESPONSIBILITIES:**

1. Conduct the work of oversight in a manner that is aligned with the ministry's core values of being: Godly, builders of meaningful Relationships, Compassionate and focused on Positive Transformation for Ourselves and Participants in our Programs.
  
2. Digital Marketing Strategy:
  - Develops digital marketing strategy by studying indicators, tracking changes in response, identifying donors, patrons, volunteers and their current and future needs, and monitoring the non-profit marketplace.
  - Is accountable for strategic planning of all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
  - Ensures execution of strategy via internal and external resources, setting KPI's and measuring outcomes.
  - Capture digital insights and develop the appropriate reports to describe and share results and metrics with appropriate team members.
  - Interact daily with accounts and dashboards to monitor digital activity and engagement.
  - Ensure digital content matches strategic tone and direction of the ministry.
  
3. Digital Channels & Campaigns:
  - Oversee email campaign and communication strategy and execution in partnership with our Marketing Partner, TrueSense.
  - Conduct quarterly email performance review meeting with our Marketing Partner.

- Review, proof, check links for Marketing Partner (TrueSense) created emails (approx. 45 emails annually), ensuring high delivery quality.
- Develop strategy for acquiring new email subscribers and email content to engage new subscribers.
- Develop strategy and review content and performance of Google Grant, display campaigns, paid search, and paid campaigns on social media in collaboration with our Marketing Partner.
- Bring forward thinking to always be exploring new and better ways to market and fundraise in a digital environment.
- Willingness to explore and test new channels, from concept to execution and proof of concept.
- Monitor interaction of interplay and cross connection with all digital channels.
- Produce annual report of performance and key insights.

#### 4. Website Management:

- Develop long-term strategy, design and planning for website(s.)
- Write website content and edit images for posts, as needed.
- Day-to-day editing of webpages in Wordpress. Work closely with staff and vendors (graphic designer, photographer, etc.) to ensure the most accurate information and photography is presented.
- Monitor and adjust for premium website activity, web analytics, website optimization and effective online tools (in collaboration with digital partners).
- Create performance reports for VP of Development.
- Troubleshoot error messages, user issues, and website outages with Website Developer, ensuring overall website health.
- Create custom donation pages for fundraising campaigns and registration pages for events.
- Optimize online donation experience including donor customer service, troubleshooting and password resets for online giving.
- Receive and appropriately respond to all [contact@citygospelmission.org](mailto:contact@citygospelmission.org) email inquiries and "Contact Us" form submissions.

#### **PERSONAL REQUIREMENTS:**

1. Have the personal experience of receiving, by faith, Jesus Christ as Savior and Lord and be actively involved with a local church.
2. Have a passion to see men, women, and children come to know Jesus Christ as their personal Savior and Lord.
3. Have a personal fellowship with the Lord, which includes daily prayer and Bible study.
4. Agree with and sign the statement of faith and mission essentials of City Gospel Mission.
5. Have a personal conviction to serve people of all ethnicities with genuine care and equity.

**PHYSICAL REQUIREMENTS:**

1. Is able to move and function in a business office environment.

**SKILLS AND EDUCATIONAL QUALIFICATIONS:**

1. Bachelor's Degree in a related field.
2. Possess digital intelligence and logical reasoning skills.
3. Experience working with digital reporting tools, Google Tag Manager and other digital tracking methods.
4. Basic coding abilities and web programming and graphic design is a plus.
5. Possess understanding of digital algorithms, rankings methods, and dashboards
6. Demonstrated proficiency with digital and social media tools-including Google Search Console and Webmaster tools, WordPress, Constant Contact, Google Analytics, Google AdWords, Facebook, Twitter, Instagram, etc.
7. Knowledge of digital marketing trends and strategies, and optimization techniques and best practices.
8. Organized, detail oriented, and able to work on multiple projects at the same time.
9. Has the ability to work independently.
10. Must pass background check and drug screen.

Date Revised: 11/5/20 (HR Contact, Kelly Wilson)