

JOB DESCRIPTION

Job Title:	Digital Marketing Manager	Department/Group:	Communications
Reporting To:	Head, Communications	Position Type:	Full Time

1. Job Objective

The Digital Marketing Manager is responsible for supporting the vision and mission of the Church by managing and building engagement with those who interact with TEC through our digital channels

2. Key Deliverables

Expected End Results (“WHAT”) Key Result Areas <i>(List the expected end results that must be achieved in order to fulfill the job purpose)</i>	Supporting Activities (“HOW”) (What are the key activities undertaken to achieve the desired end results?)
Strategy	<ul style="list-style-type: none"> • Work with Head of Communications to determine suitable social media strategies for the church to adopt on all SM platforms. This includes but is not limited to strategies for church events, campaigns, message themes, publicity, etc. • Continuously develop social media strategies to support the church’s ministry through research, platform determination, benchmarking, messaging and audience identification • Developing systems of discipleship via social media. • Identifying and implementing new avenues to reach the un-churched through social media.
Website Management	<ul style="list-style-type: none"> • Manage ongoing workflow including website updates, content management, upcoming events, internal ministry updates etc. • Work with the Web Master to ensure efficient and effective functionality of the church website • Proactively work to maintain effective web presence and improve online engagement through optimization and integration of email marketing, content marketing, and social channels.
Social Media Management	<ul style="list-style-type: none"> • Create shareable content appropriate for specific networks to spread both our brand and our content.
Design	<ul style="list-style-type: none"> • Work towards the achievement of growth targets for all our social media channels • Creatively build followings on various social media platforms including but not limited to, Facebook, Twitter, Instagram, YouTube and the website. • Provide monthly reports on social media activities and growth trends
E-mail Marketing	<ul style="list-style-type: none"> • Design art and promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness

3. Skills & Knowledge

Knowledge ,Skills and Behavior required to succeed in Role	
Educational Qualifications & Functional / Technical Skills	<ul style="list-style-type: none"> • A degree in communications, media, or related field, or at least working towards a related certification

<p>Relevant Experience (Type of experience and minimum number of years)</p>	<ul style="list-style-type: none"> • 8+ years' relevant experience in Digital Marketing Management
<p>Attitude and Behavioral Traits</p>	<ul style="list-style-type: none"> • A heart for the church and a growing relationship with Jesus Christ • A passion to use communications, social media specifically, to reach others. • Team player. Must understand the importance of working with a network of people whether staff and volunteers. • A sense of ownership: must take personal responsibility for the growth and success of every social media platform. • Creativity. Must be able to think outside the box about ways to engage audiences on social media. • A good understanding of the lingo of the digital marketing world • Excellent communication (written and oral) • IT Savviness • Knowledge of social media analytics • Experience with social media and blogging • Knowledge of online marketing and a good understanding of major marketing channels • Solid understanding of web writing mechanics • Ability to write both short, punchy posts, and long-form pieces • Proven ability to take projects from beginning to end • Action-oriented, displayed focus, passion and initiative. • Relates well to all kinds of people, builds effective relationships, and communicates effectively both interpersonally and corporately. • Organized, creative thinker and highly productive, working in a fast-paced environment • Openness to change • Ability to meet deadlines effectively • Effective multi-tasker with the ability to prioritize and manage multiple concurrent project • Productive worker with solid work ethic, strong integrity and loyalty