

# FRIENDS CHURCH

## DIGITAL MARKETING MANAGER

### FULL TIME

#### JOB PURPOSE

The Digital Marketing Manager creates quality experiences for current members while being innovative in acquiring prospective members through all social and digital channels.

#### ESSENTIAL FUNCTIONS

1. Coordinate with strategy, creative, and production teams to drive channel growth.
2. Spearhead all paid social advertisements and ensure all promotional campaigns are in alignment with brand positioning and long-term goals.
3. Support storytelling to create a dynamic, engaging, and authentic brand experience that successfully reflects the spirit of Friends Church's mission.
4. Lead digital media strategy across all existing Friends-related social accounts.
5. Plan and create content for all social platforms with assistance from the marketing team as needed.
6. Actively engage with social audiences across all main Friends Church platforms.
7. In collaboration with the Director of Marketing, develop innovative ways to acquire new visitors and improve performance for current members through all digital channels.
8. Provide monthly analytic reports to Director of Marketing to track performance and recommend opportunities and improvements for current and future campaigns.
9. Actively capture large events or promotional opportunities in-person to share via social media  
Ability to act independently while working with a team effectively.
10. Remain up to date on all social media trends, keeping Friends Church relevant in the ever-changing world of technology.

#### Additional Functions

- Participate in all-church Group Life series as requested, minimum once a year.
- Attend staff meetings and retreats that professionally develop the marketing and communications team
- Keep current in related field.
- Attend and participate in all staff Friends Church staff meetings, events, programs, and training.
- Cooperate with supervision by performing appropriate related duties when assigned or instructed.

#### QUALIFICATIONS

**SPIRITUAL:** Must have a personal relationship with Jesus Christ and must have a heart for ministry. Must hold to the Statement of Faith, Position Statements, Mission Statement, Core Values and Ministry Values of Yorba Linda Friends Church. Those that serve God on the staff at Friends Church are expected to set a high standard of personal conduct and lifestyle. It is required that all staff members are active attendees of Friends Church.

**EXPERIENCE, EDUCATION, AND LICENSURE:** Bachelor's Degree in Marketing, Business or related field. 3+ years of experience Digital Marketing. Experience executing paid social media campaigns.

#### KNOWLEDGE AND SKILLS

**SKILLS:** Outstanding communication both verbal and written, excellent interpersonal skills, in-depth knowledge of various social media platforms and best practices, resourceful and driven, highly creative with excellent analytical abilities, basic understanding of design and layout, detail oriented and organized, excellent time management when working under pressure.

**ABILITY:** Ability to comprehend written and oral information and to express written and oral information with clarity. Ability to act independently while working with a team effectively.

**PHYSICAL DEMANDS:** *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.* Must be able to

remain in a stationary position for extended periods and be able to occasionally move about within the Church building. Constantly operates a computer using hands and arms to feel and reach. This position frequently communicates with team members, church staff, and church members and needs to be able to comprehend oral and written information. The employee must occasionally lift and/or move up to 30 pounds

**WORK ENVIRONMENT:** *Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.*

Shared office space with a moderate noise level, Fast-paced with occasional interruptions, Occasional meetings take place via Zoom or GoogleMeets.