

Job Title: Digital Marketing Specialist
Department: 355 – Web Giving, Marketing
Location: Atlanta or Remote
Travel: 5%
Reports to: Sr. Director, Marketing & Communications
Salary Grade: E4
FLSA Status: Exempt
Prepared Date: 08.17.2020

JOB SUMMARY

The digital marketing specialist works to develop and initiate effective campaigns online and to translate business goals into successful campaigns across multiple channels: social media, website, Internet ads and email. This individual will stay on top of new technology and industry trends and opportunities to ensure the organization fully leverages every opportunity to increase brand awareness and fundraising in all channels.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Applying a data-driven approach, develop effective strategies to support each campaign
- Proficiency in graphics and digital advertising (SEO, social media ads, Google ads, digital display)
- Own and maintain analytics, metrics and campaign reporting
- Coordinating messaging strategies, work with copywriter to create digital content for all channels and upload content
- Design emails using CRM tool
- Leveraging digital channels, boost brand awareness and meet fundraising goals
- Maintain a strong online voice through social media
- Stay up to date on digital marketing trends and best practices
- Liaise with full marketing team to ensure brand continuity
- Maintain CRM tool to ensure effective targeting and communication
- Managing vendors, lead the day-to-day administrative tasks to implement successful and effective campaigns within budget and timeline
- Leveraging analytics, determine key metrics and report out on results, recommendations and innovative ideas on a monthly basis

ORGANIZATIONAL RELATIONSHIPS

This position will report to the Sr. Director of Marketing and Communications and will have no direct reports. The position will be set as part of the Marketing team and part of the Global Giving division. The internal relationships will work primarily with the Global Giving Team but will also have to be responsive to needs from the Office of the President, Partnership Development Team, Disaster Relief, among others.

Externally, this role will need to interface with a variety of vendors and will be responsible for ensuring these relationships are productive.

QUALIFICATIONS

- Experience working on digital marketing campaigns
- Social media management skills, required
- Demonstrated experience responding to constant deadline pressure and managing multiple projects
- Demonstrated experience delivering high quality work via verbal and written methods is required
- Shown to be a creative problem solver
- Consistent ability to achieve demanding results
- Experience in non-profit fundraising, preferred
- Eligibility to work in the United States, required
- Fluency in reading, writing, and speaking English

EDUCATION AND/OR EXPERIENCE

- Minimum of 2 years of professional marketing experience, required
- Bachelor's degree in marketing, journalism, media, communications or any related field, required

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee must be able to travel, specifically involving long-haul International flights. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus during significant computer related work. Employee must be able to read, write, and speak English fluently.