

**Christian Reformed Church in North America (CRCNA)
World Renew**

POSITION DESCRIPTION

Position Title: Program Manager, Digital Marketing and Communications
Department: Constituency Relations (CORE) Team
Reports To: Associate Director, Communications
Status: 100% FTE, non-exempt/hourly
Salary Level: 12

PURPOSE:

Develop, implement, and evaluate digital marketing and communications strategies so that World Renew's constituents are inspired, educated and motivated to ever increasing levels of engagement and financial support of the vision and mission of the CORE team and World Renew. This includes planning and executing all digital marketing campaigns including e-mail, social media, SEO (Search Engine Optimization), Paid Search, and digital advertising campaigns with digital staff and agency partners in order to increase social media engagement, website traffic, and revenue generated from online sources.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Manage digital content development including videos, photography, and written content for website, e-mail, and social media strategies
2. Manage the design of World Renew's website, online giving platforms, social media presence, and other digital elements keeping design, content, and links current and compelling
3. Collaborate with internal teams to create landing pages and optimize user experience; evaluate end-to-end constituent experience across multiple channels and constituent touch points
4. Manage and implement social media strategy across platforms, engaging constituents in conversation and deepening relationship to World Renew and driving traffic to World Renew's website
5. Plan and execute Paid Search, SEO, and digital advertising campaigns, driving traffic to World Renew's website for remarketing and donor acquisition purposes
6. Plan and implement e-mail marketing strategy, growing e-mail house file(s), acquiring donations from new and current donors, and deepening readers' understanding of World Renew's mission and ministry; improve results through testing and analysis
7. Write, edit, produce and distribute World Renew's e-newsletters and e-appeals including monthly World Renew e-newsletters and quarterly Free A Family updates
8. Analyze, measure and report on the performance of all digital marketing campaigns, online giving, and social media engagement; assess against goals; seek new opportunities for growth
9. Evaluate emerging technologies; provide thought leadership and perspective for adoption where appropriate
10. Perform other duties as assigned

SUPERVISORY RESPONSIBILITIES:

Program Associate, Digital Marketing and Communications and contractor such as videographers, photojournalists, writers, and creative agencies

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required.

1. Able to respect and support the mission, vision and values of the CRCNA

2. Committed to Christ and able to recognize this position as one that contributes to the work of God's Kingdom
3. Committed to working towards gender equality in all aspects of our programming, plans, policies and organizational structure
4. Demonstrated commitment to promote a work environment that values diversity and equality, as well as have respectful relationships with others
5. Demonstrated digital design and marketing experience, taking campaigns from ideation to analysis in SEO, e-mail, social media, and/or digital advertising
6. Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
7. Excellent interpersonal communication skills with a demonstrated ability to accomplish work goals through collaboration
8. Disciplined, self-motivated and proactive work style
9. Proven organizational and project management skills with attention to detail and ability to meet multiple deadlines
10. Strong analytical skills and data-driven thinking
11. Experience in optimizing landing pages and A/B experiments preferred
12. Knowledge of the Reformed faith/tradition as practiced by the CRCNA and knowledge of CRCNA constituency an asset
13. Demonstrated advanced skills in MS Office programs required; knowledge of HTML, Adobe Photoshop, Macromedia Dreamweaver and Flash an asset

EDUCATION or EXPERIENCE:

1. Bachelor's degree in Marketing, Communications, New Media or related field is required
2. At least three years of work experience in digital marketing or communications is required, one year of supervisory experience is an asset
3. Experience in web design, SEO, Google Ad Words, or Google Analytics is a definite asset
4. Knowledge of international disaster response and development is preferred

LANGUAGE SKILLS:

Proficient use of the English language is 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.

Local and cross border travel with occasional international travel is required.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Local and cross border travel with occasional international travel is required.