



Digital Marketing Specialist Job Description

Accountable to: Executive Director

Job Type: Exempt Full-Time

Job Overview

The **Digital Marketing Specialist** is responsible for managing and implementing a wide range of digital marketing campaigns. This includes creating engaging content, driving website traffic, generating leads, and boosting brand awareness across all digital channels. This role requires a data-driven mindset, a solid grasp of current digital tools and strategies, and an eagerness to stay on top of the latest marketing trends.

Essential Functions

- **Strategy and execution:** Plan, execute, and manage digital marketing campaigns across various channels, including search engine optimization (SEO), search engine marketing (SEM), email, social media, and display advertising.
- **Content creation and management:** Develop and manage engaging content for the organizations' websites, social media platforms, and app. Create compelling copy, visuals, and video content that aligns with brand messaging.
- **Social media management:** Build and maintain the company's social media presence by developing strategies, managing content calendars, and actively engaging with the online community.
- **Collaboration:** Work with other staff to prepare for Sunday worship services and other events, as needed. Assist in coordinating communication, printing, and database needs to support Crossroads ministries.
- **Communication:** Manage the Communications Calendar and monthly Communications plan; develop and send weekly e-newsletter; format and schedule daily devotionals.
- **Paid advertising:** Create, set up, and optimize pay-per-click (PPC) and paid social media campaigns on platforms such as Google Ads, Facebook Ads, and LinkedIn Ads.
- **Performance analysis and reporting:** Measure and report on the performance of all digital marketing campaigns against goals (ROI and KPIs) using web analytics tools like Google Analytics. Optimize spend and performance based on data-driven insights.
- **Continuous learning:** Stay up-to-date with emerging digital technologies, marketing trends, and best practices, and provide recommendations for adoption.
- **Requires flexibility in work hours as needed which may include evenings and weekends.**

Education and Experience

- Bachelor's degree in marketing, communications, or a related field.
- Minimum 2-3 years' related marketing, social media, and content development experience required.
- Proficiency with website and marketing analytics tools (e.g., Google Analytics), email marketing platforms (e.g., Mailchimp), and social media management tools.

Key Competencies

- The ability to manage multiple tasks and deadlines efficiently.
- Strong writing, editing, and interpersonal communication skills for creating content, interacting with stakeholders, and reporting on results.
- Creativity in developing innovative marketing content and campaigns.
- Excellent organizational and analytical skills.
- Dependable, responsible, and self-motivated.

Working Conditions/Physical/Mental Demands

A combination of working in a sitting position located in a professional office setting in a controlled temperature environment and standing for extended periods of time. Will routinely use standard office equipment such as computers, phones, scanners, photocopies, and filing cabinets. Must be able to regularly talk and hear, lift 10-15 pounds, stand, walk, use hands to fingers for computer and office equipment, handle or feel and reach with hands and arms frequently, bend and stoop when necessary to complete job duties.

Requires the ability to learn, remember, focus, categorize, and integrate information for problem-solving, comprehension, and decision-making. Ability to complete tasks independently, remember processes, complete work in a timely manner to meet deadlines.

Crossroads is an equal opportunity employer. All are welcome and encouraged to apply regardless of race, sexual orientation, gender identity, or political views.

If you are interested in applying for the Digital Marketing Specialist position, please send a resume to employment@crossroadsnova.org.