

HEARTBEAT INTERNATIONAL

Job Description

JOB TITLE: Digital Marketing Specialist; full-time
CLASSIFICATION: Non-exempt
REMOTE WORK STATUS: *Subject to supervisory discretion*
DEPARTMENT: Extend Web Services/Ministry Solutions
REPORTS TO: Manager, Extend Web Services

SUMMARY

The Extend Web Services Digital Marketing Specialist will serve as the first point of contact for customer inquiries, will support social media strategy and google ad set up and management, website projects, customer training needs, and will provide technical support to the EWS team. All activities/functions of this position are to be consistent with and in support of Heartbeat's pro-life mission and vision and Christian core beliefs and core operational values.

RESPONSIBILITIES:

1. Assist in building a social media product that will increase the visibility of customer's social content.
2. Generate, edit, and share content (original text, images, video) that builds meaningful connections and encourages client or donor engagement.
3. Set up and manage Google Ad projects for EWS customers.
4. Serve as primary point of contact for questions concerning social media and Google ads, including billing, reporting and technical support.
5. Assist in website projects, installs, image and style, and reviews.
6. Assist in monitoring e-mail inquiries from EWS customers with support needs.
 - a. Create or update tickets for Support@ emails as needed.
7. Assist with website trainings
 - a. Schedule training with customer.
 - b. Conduct training.
 - c. Create user access on website.
8. May assist with content writing for blogs, newsletters, and websites.
9. Assist with administrative assignments and other projects as assigned by supervisor.
10. Assist with domain management
 - a. Receiving and transferring domains
 - i. Ensuring DNS records and nameservers are up to date and accurate
 - ii. Working with other agency when necessary to obtain DNS records and nameservers
11. A point of contact for other agencies and developers when transferring sites, domains or updating DNS records
12. Assisting with HBI special projects

SUPERVISION (Received/Exercised)

Receive periodic supervision through the assignment of projects and setting of project goals/objectives and evaluation of results with periodic updating. Resolve routine problems that have minimal impact on organization.

QUALIFICATIONS

1. Minimum of two years of experience working in digital marketing role.

2. An undergraduate degree in business, marketing, communications, or other related area of study and/or demonstrated equivalent experience preferred.
3. Excellent verbal and written communication skills.
4. Effective interpersonal (customer service) skills to build rapport with clients and work well with other HBI staff, the Board, and the public.
5. Technical skills – entry-level website development experience and CRM expertise a plus.
6. Experience creating and managing social media content.
7. Experience creating, running, and analyzing Google Ad Campaigns.
8. Experience working with Google Apps – AdWords, Analytics, E-mail, Drive.
9. Experience with Microsoft Office programs - Excel and Word - for report generation.
10. Ability to make decisions and resolve problems based on established policies and procedures, and occasionally resolve problems not specifically addressed in policies and procedures.
11. Ability to handle details accurately and efficiently.
12. Ability to organize multiple projects and set priorities.
13. A willingness and desire to serve affiliates and other HB constituencies, including other staff, in support of and to promote Heartbeat International's life-affirming ministry and God's plan for our sexuality.
14. A willingness to share the gospel of Jesus Christ by word and example to encourage affiliates, staff, and others and to contribute to an office environment conducive to supporting HB's ministry of life.