



DIGITAL MARKETING STRATEGIST

Job Status: Regular Full time - Exempt
Reports to: Communications Director

Department: Creative
Updated: March 2019

PRIMARY OBJECTIVE OF POSITION

- I. Create strategic advertising, communications, and marketing campaigns that build the PULSE image across the digital space.
- II. Analyze user experience data, initiate digital projects, and report on planned and current strategies.
- III. Participate as a key contributor within the Creative Team and collaborate on marketing campaigns

CORE COMPETENCIES

- I. 3+ years professional experience as a digital marketing strategist or manager
- II. Bachelors degree in marketing, digital technologies, or relevant field
- III. Excellent knowledge of Facebook, Twitter, Instagram, and YouTube best practices and advertising for maximum engagement and growth
- IV. Experience implementing and optimizing Google Adwords campaigns
- V. Experience with SEO/SEM and solid knowledge of web analytic tools like Google Analytics
- VI. Strong results-driven personality with excellent critical thinking and problem-solving skills

RESPONSIBILITIES

Social Media Marketing

- Develop, implement, and manage our social media strategy focused on heavy growth and engagement
- Create social media ad campaigns for event promotion and to increase followers
- Work with Social Media Specialist to create content for social platforms and provide direction based on trends and analytics
- Utilize social media marketing tools such as Buffer, Upleap, or Sprout Social to track analytics, measure the success of social media campaigns, and prepare monthly reports for our dashboard meetings

Online Marketing

- Build, plan, and implement the overall digital marketing strategy and budget
- Measure ROI and KPIs
- Manage Google Adwords campaigns, making the most of our Google grant for nonprofits
- Track and analyze SEO in order to provide effective solutions for content optimization



- Analyze web traffic metrics and suggest solutions to boost web presence

Organizational Responsibilities

- A follower of Jesus Christ and in agreement with the PULSE Statement of Faith, vision and mission.
- Develop strong relationships and work in cooperation with other PULSE team members.
- Team player and leadership skills in project management with strong interpersonal skills to oversee all necessary development, troubleshooting, and timely resolution to all technical aspects of PULSE.
- Professional demeanor and approach

Other Responsibilities

- Engage in personal and team development opportunities presented by PULSE Leadership.
- Follow all policies and procedures outlined the PULSE employee manual.
- Assist and perform any and all other duties as assigned.