



# DIGITAL MARKETING SPECIALIST

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

**Department:** Creative  
**Updated:** March 2019

## PRIMARY OBJECTIVE OF POSITION

- Oversee the scheduling and content development for PULSE social media platforms, working with in house creatives and contractors for content creation.
- Create strategic advertising, communications, and marketing campaigns that build the PULSE image across the digital space.
- Analyze user experience data, initiate digital projects, and report on planned and current strategies.
- Participate as a key contributor within the Creative Team and collaborate on marketing campaigns

## CORE COMPETENCIES

- 3+ years professional experience in social media or digital marketing management
- Bachelors degree in marketing, digital technologies, or relevant field
- Excellent knowledge of Facebook, Twitter, Instagram, and YouTube best practices and advertising for maximum engagement and growth
- Experience with Google Adwords campaigns, SEO/SEM, and solid knowledge of web analytic tools like Google Analytics
- Strong attention to detail, results-driven personality with excellent critical thinking and problem-solving skills

## RESPONSIBILITIES

### Social Media Management

- Produce and source content for the PULSE social media feeds
- Collaborate with creative team on direction for major campaigns—hiring videographers and photographers as needed to capture content
- Manage online digital community, including responding to comments, building online relationships, and fostering engagement with PULSE
- Utilize strong copywriting skills to capture the PULSE brand voice and tell a cohesive story between multiple feeds.

### Social Media Marketing

- Work with director and marketing consultant to 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



- 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**

- Collaborate with team to 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.