



# Job Description

Walk Thru the Bible is searching for a full-time **Digital Communications Manager**. Reporting to the Vice President for Advancement, the duties will include implementing and monitoring our digital strategy across our digital networks, as well as graphic design and audio and video production. Our ideal candidate is experienced in social media management and graphic design. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills.

## **Responsibilities:**

- Work with Vice President for Advancement to create and publish content across all digital platforms on a scheduled basis, ensuring website and social media platforms have fresh and engaging content.
- Execute social media strategy in coordination with and at direction of the Vice President of Advancement.
- Optimize website landing pages through testing and best practices to grow new leads/customers.
- Work with Vice President for Advancement to manage the Walk Thru the Bible website including adding fresh content, ensuring brand cohesion, incorporating new products and services, and more.
- Create and manage digital ad campaigns that accomplish specific brand awareness and/or revenue goals.
- Implement website strategy, coordinate organizational website needs, and grow website presence through SEO.
- Stay informed on new technologies and new social media platforms, and recommend opportunities for expansion of WTB digital strategy.
- Create and produce all graphics, as well as fulfill the graphic design needs of Walk Thru the Bible across all departments, including marketing, advancement, product, live events, and corporate communications.
- Execute video and audio recording and production projects, including our Step Into the Story Podcast, Walk Thru Voices videos, and other video and audio projects.
- Work with internal teams to generate new and innovative ideas to increase engagement with Walk Thru the Bible and to grow our target audiences.
- Photography skills are a plus.
- Other assignments and projects as requested.

## **Qualifications:**

- B.S. in marketing or communications, or a degree in graphic design, or a related field

- Demonstrated ability to create social media content
- Demonstrated ability to execute social media and website content strategy
- Experience in SEO and optimization of website pages
- Experience in audio and video recording and production
- Demonstrated excellence in work product and output
- Ability to collaborate with internal teams
- Effective communication skills, both verbal and written
- Photography skills are a plus
- Experience with Word Press and InDesign
- Ability to work cross culturally
- Travel may be required

**Personal Qualifications:**

- A committed follower of Jesus Christ, demonstrated by an intimate knowledge of Scripture, an active prayer life, a humble spirit, and active involvement in a local church.
- A high degree of personal integrity, handling both personal and professional affairs honorably and keeping commitments.
- The ability to relate well with a variety of people.
- The ability to work well in a team environment where the input of others is welcomed and encouraged.

**What to do:**

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