



# Position Open

Walk Thru the Bible is searching for a full-time **Digital Marketing Manager**. Reporting to the Director of Marketing & Communication, the duties will include implementing and monitoring our digital strategy across our digital networks. Our ideal candidate is experienced in social media management and marketing. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills.

## **Responsibilities:**

- Work with Director of Marketing & Communication to publish content across all digital platforms on scheduled basis, ensuring web and social media have fresh and engaging content.
- Create and maintain analytical reports on engagement across digital platforms, including web, app, and social, and make suggestions on overall content marketing strategy to improve engagement.
- Execute social media strategy in coordination with and at direction of the Director of Marketing & Communication.
- Optimize website landing pages through testing and best practices to grow new leads/customers.
- Manage digital ad campaigns that accomplish specific awareness and/or revenue goals.
- Implement website strategy, coordinate organizational website needs, and grow website presence through SEO.
- Stay informed on new technologies and recommend opportunities for expansion of WTB digital strategy.
- Contribute as requested to WTB storytelling and brand awareness, including writing impact stories, coordinating with contract photographers/videographers, and ministry impact story collection from international team.

## **Qualifications:**

- B.S. in marketing or related field
- Demonstrated ability to execute social media and website content strategy
- Experience in SEO and optimization of website pages
- Ability to collaborate with internal teams
- Effective communication skills, both verbal and written
- Photography skills are a plus
- Experience with Word Press is a plus
- Experience with InDesign is a plus
- Ability to work cross culturally
- Limited 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:**

Visit [www.walkthru.org/careers](http://www.walkthru.org/careers)

Or email resume to [jobs@walkthru.org](mailto:jobs@walkthru.org)

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