



Digital Marketing & Communications Coordinator

The Digital Marketing & Communications Coordinator supports the Communications team to meet the overall digital marketing & communication needs of WDA, with primary responsibility for creating effective digital marketing campaigns resulting in sales and user engagement, updating content of all external websites, portals, and social media platforms, and managing external email communications.

The Digital Marketing & Communications Coordinator reports to the Director of Generosity. **This is full-time, salaried position. Some remote work scheduling available.**

Position's Desired Outcomes

- Increase material and/or event sales 20% each year
- Convert readers/site visitors to customers/ ministry end users (joining/leading small groups)
- Define measurable goals quantitatively
- All efforts support the end goal of people being discipled, actively discipling others, or supporting discipleship (WDA)

Responsibilities include:

- Develop a digital engagement strategy and annual communications plan for each of WDA's digital platforms (social media, email, web), that aligns with WDA's overall events calendar and initiatives.
- Employ effective digital promotion and advertising of upcoming events or new book releases. Utilize automation, retargeting, and analytics to build the right customer base and generate sales. Meet sales and registration goals.
- Create effective landing pages, informed by best practices, for specific campaigns and events.
- Apply for and manage the Google Ads Grant.
- Provide updates and maintenance related to design, branding, messaging, and content for WDA's websites. Improve overall performance and user experience, both on desktop and mobile.
- Guide and execute social media strategy in collaboration with the Comms Team. Engage with audiences in a timely manner and use sound judgment in posting and responding to reflect WDA culture and values.
- Coordinate external email campaigns and newsletters through MailChimp.
- Work with the Comms Team to develop or enhance WDA's promotional tools, both for organization and staff use.
- Create a testimony and photo database.
- Manage and Collaborate with the Comms Team to develop WDA's Annual Report.
- Create compelling audio-visual content for use in promotion and/or WDA Leadership Institute course modules.
- Perform all other duties as assigned by the Director of Generosity.



Position Requirements:

- An undergraduate degree from an accredited institution of higher learning or equivalent experience or education in digital marketing/sales, digital media, website content management, and/or social media management.
- Able to produce a portfolio of relevant work.
- An “eye” for graphic/web design and composition. Experience in videography and video editing a huge plus.
- Robust experience working with social media and an understanding of best practices and trends. Ability to create effective campaigns for various social media platforms.
- Demonstrated experience working with a web CMS. HTML and coding experience a plus.
- Familiarity with full Adobe Creative Suite preferred.
- A strong understanding of search engine optimization (SEO) best practices.
- Familiarity with Wordpress, Wix, Kajabi, Mailchimp, and Eventbrite preferred.
- Highly organized and efficient, with demonstrated ability to work under pressure to meet strict deadlines. Ability to collaborate well.
- Thorough and precise with a strong attention to detail.
- Excellent interpersonal skills, both orally and in writing. Must be able to work with a diverse group of people and explain technical concepts in user-friendly terms.
- Must be flexible, adaptable, and able to multitask. Strong customer service mentality with a can-do approach.
- Must be able to demonstrate healthy conflict resolution and emotional health.
- Most importantly, must exemplify a strong relationship with Jesus Christ, a love for God’s people, and a passion for discipleship. Familiarity with ministry work or missions is a plus.

Send resume with cover letter and portfolio (or other examples of pertinent work) to comms@disciplebuilding.org by January 29th 2021.