



JOB DESCRIPTION

Title: Digital Strategist (Marketing & Communications)

Time Commitment: Full-Time

Supervisor: Executive Pastor

POSITION SUMMARY

Leads and develops the overall digital strategy across all platforms online and in digital spaces that highlight the mission of Whitewater Crossing.

ESSENTIAL RESPONSIBILITIES

- Online and Digital Content Management
 - Create systems to manage and leverage the online portion of Whitewater's experiences.
 - Develop and implement a plan to leverage pre-existing Whitewater content in the online and digital spaces to create greater awareness and relevance to the surrounding community and beyond.
 - Develop and implement a plan to create content unique to the digital experience of Whitewater.
 - Manage the communications teams for effective online content creation and the Social Media Team to produce and publish content regularly on all social media channels for Whitewater.
 - Build a lasting digital connection with the communities that Whitewater is targeting.
 - Create a strong digital engagement strategy and steps in collaboration with WCCC leadership.
 - Optimize online presence through Google Adwords, Facebook etc. to increase WCCC and brand awareness.
 - Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.).
 - Acquire insight in online marketing trends and keep strategies up-to-date
 - Communications and Social Media Team Development
 - Recruit talented volunteers, while providing instruction and leadership to expand their talent and contribution to the digital platforms of the church.
 - Whitewater Staff Member
 - Participate in Creative Team meetings and efforts
 - Assist in all church wide events (Christmas, Easter, Mother's Day, Father's Day, etc.)
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EDUCATION, EXPERIENCE, SKILLS AND ABILITIES

- Degree in a digital marketing preferred with a minimum of 3-4 years of applicable experience
- Ability to work with complex datasets, identify trends, effectively communicate strategy and opportunities.
- Deep understanding of digital marketing fundamentals including SEM, SEO, display, retargeting, social media (paid and organic) and email marketing.
- Experience with digital media buying and analyzing results.
- A/B and multivariate testing experience.
- Knowledge and experience with Google Analytics – especially tracking campaign performance, establishing targets, and understanding how to help clients optimize GA.
- Understanding of ministry environment and expectations
- Highly organized and able to manage time and projects well, in a self-led fashion
- Effective visual, written and oral communication skills

KEY SUCCESS FACTORS AND FIT

- Able to work in a team environment
- Strive for excellence and organization in every area of digital ministry
- Willing and able to work with and develop leaders in both paid and volunteer staff

STAFF CORE VALUES

Must be able to align and commit to our core values:

- JOYFUL: We take God seriously but we don't take ourselves too seriously.
- LAST 10%: We say what needs to be said when given the opportunity.
- RIGHT MAILBOX: We talk to the right person during conflict.
- OTHERS FOCUSED: It's not about you!
- RESULTS ORIENTED: We fight for the win together.
- REAL: Sharing the real me with God & others.

Supervisor Signature Date

Employee Signature Date