



**POSITION DESCRIPTION**

*Position Information*

**JOB TITLE: Digital Marketing Coordinator**  
**GRADE: E6**  
**REPORTS TO: Vice President, Donor Engagement**  
**HRS WKD PER WEEK: 40 hours**

*Location Information*

**Division (s):**

- Finance
- Resource Development
- Publishing
- Translations
- Partnerships
- Operations & Administration
- Advancement Office
- Office of the CEO
- Communications & Content
- Human Resources
- Bible Engagement
- Other \_\_\_\_\_

**Geographic Location (s):**

- Colorado Springs
- Miami
- Other US location
- \_\_\_\_\_  
Other location

**Department: Marketing/Communication**

**Department Number: 156**

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Effective Date: 01/01/2020

Status:  New  
 Revised

**POSITION DESCRIPTION**  
**Digital Marketing Coordinator**

**Purpose**

The **Digital Marketing Coordinator** is responsible for working closely with both the **Advancement Team** and the **Digital Innovation Team** on driving Biblica's social media and website strategies. This includes collaborating on digital strategy, creative content for posting, and working to ensure the quality of Biblica's digital platforms including existing email platforms (Postup and Campaign Monitor). The DMC will be responsible for the quality and functionality of the Biblica.com website, as well. This position will also work closely with Biblica's mass funding marketing agency (Pursuant), and provide creative assistance to digital marketing strategies and enhancing digital delivery.

**I. Responsibilities:**

1. Support the VP of Donor Engagement in creating innovative digital delivery strategies for social media and website programs, products, and projects.
2. Creative oversight of the Biblica.com website, ensuring that Biblica is well represented and updated throughout web pages. Assist with messaging and brand alignment as it relates to larger fundraising initiatives, creative content development, and alignment with industry web best-practices, and top-tier quality and functionality.
3. Management of social media channel presence including analytics, posting, ad purchases and alignment with campaign fundraising efforts. This includes determining post scheduling and fluid access to Biblica's media library.
4. Serve as corporate video & graphics lead for internal (non-marketing, non-public facing) projects, supporting the Biblica Global ministry with resources as needed. This may involve doing video projects with Biblica's CEO, supporting graphics for internal events, and other similar projects.
5. Other administrative and operative task as needed as a member of the Advancement Team.

**II. Reporting Relationships**

This position reports to the Vice President of Donor Engagement.

**III. Resource Responsibilities**

- a. Signing authority \$2,500

- b. Administrative access to all social media channels and Box files.

#### IV. Qualification and Competencies

- a. **Strong personal commitment to Christ and Biblica's Purpose, Mission Statement, Statement of Faith, and Christian Community Policy.**
- b. **Education/Experience** – Bachelor's degree in marketing, information technology, or business preferred. 3-5 years' experience in relevant fields required.
- c. **Digital Innovator** - Someone who lives and breathes technology, and loves seeing technology applied innovatively to practical solutions.
- d. **Creative thinker** - Can think outside of the box and connect dots that others may not. Able to articulate creative usages of technology into simple solutions.
- e. **Project Management** – Able to coordinate numerous projects at once; works well independently; can respond rapidly to changing circumstances and demands; meets required deadlines; able to work cross-culturally and communicate with a variety of staff in different regions of the world.
- f. **Web acumen & expertise** – a solid understanding of web technologies, internet trends, and current standards. Able to recognize quality design & content, critical technology developments, and advise and execute on these trends within Biblica's infrastructure.
- g. **Social Media Platform expertise** – regular use of social media, both personally and professionally, is valuable. Able to stay up-to-date on key social media platforms & trends and advise when Biblica should engage on a new platform.
- h. **Technical expertise** – solid understanding of common programming platforms is beneficial, including: WordPress, HTML, CSS, PHP, JavaScript, and more.
- i. **Video, design & writing experience** – Able to provide input and perform functions related to the production of video, graphics design, and copywriting, primarily on the web.
- j. **Quick learner** – This individual will be regularly exposed to new platforms, technologies and systems, and should be able to pick up usage of these platforms quickly, with little direction and training.
- k. **Customer Service** - Responds to requests for service and assistance quickly and congenially; meets commitments consistently and thoroughly, strong and timely follow-through.
- l. **Cross-cultural experience** - Experience in cross cultural leadership and service, including sensitivity to cultural nuances and global acumen.
- m. **Interpersonal Skills** - Maintains confidentiality, congenial, tactful and trustworthy.
- n. **Written Communication** - Writes in an excellent professional manner, informatively and compellingly; thoroughly accurate (spelling, grammar and factual accuracy); coordinates unified and compelling messaging across all written materials.
- o. **Teamwork** - Contributes to building a positive team spirit, willing to pitch in to perform any variety of tasks.

- p. **Judgment** - Exhibits sound strategic insights and consistently accurate judgment; anticipates threats and opportunities; applies appropriate resources/strategies to meet objectives.
- q. **Professionalism** - Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of status or situation.
- r. **Quality** - Demonstrates accuracy and thoroughness; exhibits creative and strategic planning and problem solving.
- s. **Travel** – Minimal 5% travel for conferences, domestic only

V. **The above job description is intended to describe the general nature and level of work being performed by staff assigned to this position. It is not intended to be all-inclusive as other duties as assigned are to be completed.**