

# LIFECHANGERS

## Digital Marketing Coordinator

**JOB TITLE:** Digital Marketing Coordinator

**REPORTS TO:** Chief Marketing Officer

**DEPARTMENT:** Engagement/Marketing

**SCHEDULE:** Full-time

We are building a fast-paced marketing and media team with people who will bring positive change and enormous growth to Life Changers and Gregory Dickow Ministries.

We are looking for a team player for our Digital Marketing Coordinator role to support and optimize our organization's digital marketing efforts.

Duties for the Digital Marketing Coordinator will include tracking campaign progress, developing various digital marketing materials, sourcing images and artwork, collating content, updating online assets, streamlining digital marketing production, and handling general digital marketing activities. If you have experience with Salesforce, WooCommerce, and ActiveCampaign you will be a step up on other candidates. Your creative thinking skills and strategies will be an essential part in driving our digital narrative, enhancing our organization's image, improving digital communication with donors, and encouraging growth through effective campaigns.

Ideal candidates for this role should be creative and innovative, multimedia savvy, and well-organized. Ultimately, the Digital Marketing Coordinator should have a firm grasp of the different digital touch points, drive highly effective digital campaigns, enhance user experience, and deliver on digital objectives.

### Digital Marketing Coordinator Responsibilities:

- Creating and executing email drip/nurture campaigns. ActiveCampaign experience and/or Salesforce knowledge a plus.
- Developing, updating, and sourcing content for web platforms. Wordpress experience a plus.
- Managing online store – updating products, sales, email follow up, content specials, etc. WooCommerce experience a plus.

### Digital Marketing Coordinator Requirements:

- One-year experience or previous internship preferably at an advertising, digital or marketing agency, but not required.
- Ability to coordinate cross-functional teams.
- Desire to learn and grow in a fast-paced environment, an eye for detail, and the ability to build great personal and professional relationships.
- Coordinate day-to-day digital marketing activities.

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- Collaborate with internal teams to develop and produce assets (HTML emails, landing pages, banner ads, etc.) for digital direct response campaigns and deliverables required within tight timelines.
- Positive, professional and enthusiastic “can-do” attitude.
- Basic graphic design skills very helpful.
- Active on social media.
- Knowledge of CMS.
- Excellent copywriting and copy-editing skills.
- Highly organized.
- Strong computer literacy.
- Strong attention to detail.
- Knowledge of web analytics.
- Strong presentation skills.
- Be supportive of the vision, mission, values and statement of faith.
- Must be transparent, genuine and honest.

## **Digital Marketing Coordinator Compensation:**

- Salary competitive and commensurate with experience
- Medical, dental, and vacation perks

Please send resume to [tim.abare@changinglives.org](mailto:tim.abare@changinglives.org)