

Timberline Church Job Description

Job Title: Digital Marketer
Reports To: Communication Director
Direct Reports: N/A
Effective Date: 11/04/2020

Summary

Provide strategic guidance for the Comms Team and clients in marketing practices and represent the brand and the team internally and externally. Create, develop, and produce the visual and written materials for any medium of messaging. Provide the technical, logistics, systems, and software support required for communication success. Optimize the digital presence of the Timberline brand so it is current, relevant, it can be found, and convert on assigned goals. Lend additional support and backup for the Social Media Manager

Duties & Responsibilities

The following list of duties and responsibilities is intended to serve as a guide to what is expected of the Digital Marketer.

- **Web Updates**—Manage the Timberline website with fresh content updates as ministries request, and/or is appropriate for SEO or audience relevance.
- **SEO**—Integrate and improve best SEO practices into the Timberline website, and all digital brand presence, ensuring relevant finding of those seeking not only a church family, but meaningful content aligned with their interests, concerns, needs, and lifestyles.
- **CRO**—Continually optimize the Timberline website, directing the audience to find or do what is most beneficial in the most efficient manner.
- **SEM/PPC**—Develop and manage the search marketing and pay per click strategy that makes sense for both Timberline and the target audiences, on a strict budget.
- **Reporting**—Develop, manage, and report on all digital media metrics, working with the Social Media Manager to provide consolidated reports. Create and present regular reports for internal teams and provide executive updates for leadership on a regular basis.
- **Growth**—Maintain a pulse on digital communication and marketing trends, updates, software, and best practices to implement relevant, meaningful content and engagement for all digital channels.
- **Flexible**—Serve in a multi-faceted capacity as a marketer, a strategist, a copywriter, a designer, a creative director, an analyst, and a customer service rep—all in one day. This role requires wise time management and a passion for frequently changing responsibilities on a daily basis.

Skills

- **Communication • Copywriting for SEO • Digital Strategy • Data Analysis • Efficiency Organization • Software Utilization • Basic Programming Knowledge • Customer Service • Connecting & Relational • Agile • Reporting**

Experience & Education

- 3+ years in a professional digital marketing environment.
- Bachelor's degree preferred in marketing, communications, public relations, or relevant field.
- Demonstrate skill in the use of PC systems to complete tasks, including word processing, spreadsheets, Outlook, data base functions, basic accounting, and budget monitoring.

Requirements

- Abide by the Timberline Staff Covenants and the Employee Handbook
- Attend weekly staff chapel

This is a full-time position.