

## **Digital Marketing Specialist**

### Pure Freedom

#### **Description:**

*To support the Pure Freedom marketing team* by creating and maintaining strong marketing systems, communicating with graphic designers, and assisting with all other digital marketing efforts.

#### **Required Skills:**

A strong Christian testimony; excellent communication skills; organizational skills; computer literate and able to learn computer programs quickly; experience with CRM systems and social media platforms; ability to analyze data and utilize reporting tools; good eye for design and ability to communicate design vision and edits to graphic designers.

#### **Compensation:**

Based on the experience of the individual.

#### **Work Environment:**

Pure Freedom office; Pure Freedom studio based in State College, PA; occasional travel.

#### **Hours:**

This is a salaried position with a majority of work being done between 8 am and 5 pm but will require weekend and after hours as needed for special events. After six months of service, team vacation policy applies.

#### **Responsible To:**

Director of Brand and Marketing Processes

#### **Tasks:**

Oversee and lead the development of emails and marketing campaigns.

- Grow to be an expert in using Keap to set up emails and marketing campaigns.
- Track and give insight to increase our open rate for emails.
- Stay current with the most recent trends for email marketing.
- Create and clean email lists for sending emails.

Administrate and assist with social media marketing and online presence.

- Internalize and represent ministry-wide the True Girl social media philosophy and plan.
- Study and master Canva, Sprout Social (social media posting tool), Wavve (podcast social media tool), YouTube, Instagram, Facebook, Reels, etc.
  - Improve our skills and performance on these platforms as a team.
  - Keep all channels/applications clean and up to date.
  - Manage YouTube presence and optimization. Download appropriate videos to Facebook and manage video premieres.
  - Manage schedule/posting of Instagram and Facebook posts; respond to comments; have posts scheduled one week out.

- o Create weekly podcast wav files and post on Sprout Social, Instagram and Facebook.
- Monitor and report on effectiveness.

Coordinate artists and writers for social media, blogs, special projects.

- Assign and design writing projects.
- Communicate edits and other information about the design and writing projects.
- Work with Director of Brand and Marketing Processes and Co-founder for final approval on work.

Assist with mailings from the Pure Freedom office as available

- Maintain a professional look to all mailings.
- Oversee postage meter and mailing supplies.

Attend staff devotions, prayer meetings, and business meetings.

Perform other duties as assigned.