



Digital Media And Website Coordinator

Reports To: Communications and Marketing Director
Prepared by: Human Resources

FLSA Status: Exempt
Date: November 3, 2017

SUMMARY:

The full-time Digital Media & Website Coordinator will work under the direction of the Communications and Marketing Director. The Digital Media and Website Coordinator will be responsible for providing support for the department's website, digital marketing and communications efforts. The person in this position will support our digital efforts with an emphasis in developing, organizing and managing the web site's overall content to achieve our Communications and Marketing goals. Reports on the results of web marketing campaigns, and suggests ways of improvement. Analyzes content and traffic to measure success. Works with leadership, ministries and other specified departments and/or vendors to implement the best internet and intranet written, visual and audio content. Additionally, social media content creation and distribution will also be required that support the Communications Department's goals. This position will work with the Director of Communications and Marketing to support the church's efforts in four key areas: digital and website communications/marketing, social media communications/marketing, events (communications/marketing) and administrative support for the Communications and Marketing Department. The Digital Media & Website Coordinator's responsibilities will extend to all the church's ASBC managed sites, platforms and APPs. The ideal candidate will have strong knowledge of web accessibility guidelines and be adept at multi-channel, integrated digital marketing. This is a full-time exempt position, which reports directly to the Communications and Marketing Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The full-time Digital Media and Website Coordinator's primary responsibilities include but are not limited to the following:

- Develop, update, maintain and design the church's websites and landing pages.
- Conceive of and design digital and website marketing collateral and branding materials for by not limited to: digital ads, email campaigns, landing pages, website banners, multimedia content, online brochures, promotional items, flyers, and more.
- Management of the church's digital presence by providing content and web strategy expertise and best publishing practices to the web publishing community, and coordinating project management for digital initiatives.
- Production of content for the public website and digital marketing campaigns that reinforce the brand and further marketing and strategic plans for the university, maintenance of information architecture across the digital ecosystem, and collaboration on social media efforts as needed.

- Analysis of data from Google Analytics and other sources to audit content performance and provide insights that can inform strategic decisions regarding user experience and engagement across church's web properties.
- Must have a strong desire to understand our target audience and how to best reach them through digital media and social media platforms.
- Embrace the organization's objectives while maintaining a strong desire to define/identify the look and feel of what is next in design and a passion for following the latest trends and technology.
- Exciting opportunity to provide art direction for photography shoots.
- Produce quality work under tight deadlines and self-manage their workload in fast paced team environment
- Collaborate with marketers, creative, and key internal stakeholders; supporting key stakeholders across the organization as needed.
- Think creatively to produce new ideas and be nimble to meet constraints of cost, time, and marketing needs.
- Create and maintain visual look and feel, digital graphics, and styles across all church materials, platforms, and channels.
- Develop and frame creative concepts that compellingly convey our brand positioning.
- Evolve the brand across several different types of email, web and digital media platforms.

CORE COMPETENCIES REQUIRED:

- Excellent customer service, interpersonal, verbal and written communication skills.
- Highly proficient in Dreamweaver, WordPress and relevant web design applications such as HTML, CSS, and Flash.
- Demonstrated experience in electronic mailings with Constant Contact, Mail Chimp, or another platform;
- Animation, motion graphics, sound and video editing capabilities are a plus.
- Adobe CS Design Suite – InDesign, Photoshop, Illustrator, Dreamweaver are a plus.
- Interest in branding and ability to follow brand guidelines.
- Strong work ethic, demonstrated by relentless energy and drive to guide projects to completion.
- Exceptional multitasking, time management, and organizational skills, and sharp attention to detail.
- Ability to work closely and cooperatively (with grace under pressure) with a variety of internal constituencies.
- Ability to create positive working relationships with a diverse group of people and volunteers including gender, ethnicity, age, sexual orientation, and culture and skill level differences.
- Professional, courteous team player with a positive and friendly personality and dedicated work ethic is essential.
- Highly conceptual thinker with an exceptional eye for design, typography and understanding of color theory that is showcased in a proven portfolio.
- Successful candidates will be a creative self-starter who can work independently who is systematic and technically sound.

EDUCATION, CERTIFICATIONS AND LICENSES:

The full time Digital Media Website Coordinator position requires the following:

- Bachelor's degree or equivalent education and experience required.
- Minimum 2 years' experience in print and interactive design in a media, agency, digital, or start-up environment.
- Photo research and sourcing experience.
- Work experience in a church or non-profit preferred.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands to handle, fingers to feel, and talk. The employee is frequently required to reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance; stoop, kneel, crouch, or crawl.

The employee must regularly lift and/or move up to 10 pounds, and occasionally lift and/or move up to 25 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Salary Grade:08

Equal Opportunity:

Alfred Street Baptist Church is an Equal Opportunity Employer and does not discriminate due to age, sex, religion, race, color, national origin, disability, marital status, veteran status, or any other factor prohibited by law. Qualified candidates of all backgrounds are encouraged to apply.

How to apply: Please submit a cover letter and resume to Human Resources, Shelena Hollinger, Human Resources Manager, 325 South Patrick Street, Alexandria, Virginia 22314 or email careers@alfredstreet.org