



Digital Media and Marketing Manager
Position Description

Updated October 2020

Youth Dynamics Mission Statement:

To invite and challenge youth to a lifelong adventure with Christ and His church.

Position Overview:

The Digital Media and Marketing Manager will lead strategic efforts to increase visibility, brand awareness, resources, and connectivity in an effort to help Youth Dynamics successfully fulfill its mission. The manager will develop, lead, grow, coordinate, and manage the corporate digital media and marketing strategies of Youth Dynamics. This position will also be the point of contact for region-wide marketing efforts where Youth Dynamics is located (currently Washington, Oregon, and Idaho).

If you desire to serve in a Christian workplace and use your skills to help fulfill the mission of Youth Dynamics, then this could be a great opportunity for you!

Reports to: Development Director

Key Responsibilities:

1. Develop a cohesive, ministry-wide digital media, and marketing strategy to better tell the impact and story of Youth Dynamics to support the organization's ministry efforts, initiatives, campaigns, and fundraising activities.
2. Assess and identify the key and correct channels to establish a presence. I.E. Facebook, Twitter, Instagram, YouTube, website, Email communications, targeted ads, etc.
3. Research audience preferences and stay in tune with current trends.
4. Post regular updates to YD's social media outlets, including pictures, news articles, blog posts, press releases, fundraising appeals, and any other promotional items.
5. Craft digital messaging strategy and develop content that collaborates with organizational priorities.

6. Using analytics, analyze and monitor activity and user interactions for all social media outlets.
7. Assist staff as needed to become more effective at social media.
8. Create and implement a ministry wide marketing plan that includes social media.

Preferred Skills:

1. Experience with social media
2. General understanding of marketing - a marketing degree is preferred
3. Must have strong and effective communication skills (oral and written) for a variety of audiences
4. Ability to meet deadlines
5. Experience in customer service and interpersonal skills that include proper etiquette in social and business situations

Competencies:

1. Demonstrated ability to work harmoniously with people from varied cultural, socioeconomic, educational, and experiential backgrounds
2. Critical thinker and attention to detail
3. Work independently and within a team, with initiative, yet accept direction

Other:

- This position, while ideally full-time, can be part-time to start.
- This could be a remote position, however, the corporate office is located in Burlington, Washington, and so the ideal candidate would be in close proximity or be able to travel there for frequent meetings.

Compensation - The Support Raising Journey:

Youth Dynamics partners with Support Raising Solutions (www.supportraisingsolutions.org) to offer the best and most updated training on raising personal support. You will be provided with a personal support raising coach as well as all of the necessary training to successfully:

- Raise 100% of salary, benefits, and necessary ministry expenses to meet your financial goals.
- Best-in-class training to maintain financial vitality and great donor care.
- Communicate ministry updates and progress to donor partners.

To Apply:

Please submit a cover letter summarizing your qualifications, what you bring to this position, why you want to work for Youth Dynamics, along with your resume to hr@yd.org.

Open Until Filled