



JOB DESCRIPTION

CLASSIFICATION:	Exempt/Salary
POSITION:	Director of Social and Digital Marketing
EMPLOYMENT STATUS:	Full Time
SUPERVISOR:	Senior Director of Creative Strategies
ALIGNS CLOSELY WITH:	Director of Growth Strategies Director of Faith Initiatives & National Awareness Policy Counsel Director of Training

FUNCTION:

The ideal candidate will have deep knowledge of social and digital marketing and engagement as well as proficiency with programs and applications needed to support these efforts. This role directs and supports essential aspects of marketing and advocacy engagement as they exist in today's digital world including strategy, planning, execution, messaging, creative development, analysis and optimization. The Director of Social and Digital Marketing directly manages social media communications and achieves growth and cultivation of Shared Hope's digital subscribers, advocates, and donors. The selected candidate must possess the expertise to understand technical digital marketing issues, including experience working with website designers. The Director is expected to be the in-house expert on tools of the industry and educate the organization on their use.

ESSENTIAL DUTIES:

- Has eyes, ears and heart open at all times to spot opportunities to position Shared Hope as a leader in the news
- Provides high-level management of social media strategy and implementation, owning the development/management of effective integrated digital media plans
- Creates new and innovative brand communication proposals through a digital lens utilizing historical information, current trends, and current events
- Crafts fundraising strategies and cutting edge, exciting and responsible content based on the organization's priorities, advocate initiatives, and related opportunities as they present
- Aligns digital marketing strategies with a priority focus on fundraising by constantly improving the online donor experience from engagement to conversion and stewardship
- Provides oversight and management as needed to contracted technology and creative development specialists to ensure content integrity and integration with social marketing and communications strategies
- Collaborates with all Shared Hope teams to ensure cross-coordination and leveraging of activities, resources, capacity and outcomes

- Implements and maintains social and digital marketing automations and supporter journeys, as well as evergreen programs for donor recruitment and stewardship
- Suggests and implements plans to test and optimize social marketing and email performance.
- Monitors overall social media and digital marketing performance to evaluate campaign effectiveness and ROI

QUALIFICATIONS:

- At least 5-7 years of hands-on social and digital marketing and fundraising experience
- At least 3 years of direct experience managing a digital marketing/fundraising program ideally within a non-profit organization
- College degree or equivalent work experience in digital media and social marketing
- Confidence with social media analytics and industry tools to identify opportunities, modify approach and inform strategies
- Experience working with databases, digital fundraising platforms and email automation platforms (e.g. Salesforce, Pardot, Mailchimp)
- Demonstrated understanding and hands-on experience of main digital fundraising disciplines utilized in developing digital marketing, and social media audience-responsive solutions.
- Proven track record directing large scale email marketing campaigns inclusive of strategy development, list segmentation, A/B testing and translation, experience with email service providers, CRM and website content management
- Deep understanding of digital marketing fundamentals and knowledge of how digital marketing and fundraising channels complement each other
- Direct experience working with donors and establishing campaigns that include all phases of online engagement from acquisition and conversion to retention
- Highly collaborative and skilled manager capable of collaborating with a team in multiple locations to meet demanding deadlines and fundraising targets while managing projects through outside vendors and internal staff
- Prefer working in a collaborative, cross-team capacity, working across functions and departments to bring strategies to life
- Ability to work independently, take direction from others, solve problems with limited supervision, prioritize tasks, and meet deadlines
- Effective presenter for internal and external audiences
- Strong writing and editing skills
- Committed interest in the issues surrounding human trafficking for sexual exploitation, especially of children
- Commitment to teamwork, growth, and transparency
- Demonstrated experience in multi-tasking, prioritizing, and meeting expectations and goals
- Excellent administrative, organizational and time management skills, and attention to detail
- Proven problem-solving skills and capacity to adapt quickly and adjust to changing and often challenging environments
- Knowledge of the faith-based community and ability to communicate a Christian message in written and verbal presentations

ABILITIES:

1. Ability to stand or sit for prolonged duration

2. Ability to perform repetitive finger, hand, and arm movements
3. Ability to lift 25 lbs
4. Talking-giving verbal instructions in close range, and speaking over the phone
5. Able to perform simple math
6. Ability to utilize electronic equipment such as computer, 10-key, telephone, etc.
7. Ability to think critically and provide appropriate solution

Work location: Shared Hope Institute for Justice & Advocacy, 1016 16th St NW, Washington, DC.

Disclaimers:

1. SHI is an “At-will” employer. *This job description is provided for informational purposes only and does not form the basis of a contract.*
2. This description is intended to provide an overview of the responsibilities and duties of the position. It is not all-inclusive. The incumbent in the position will be expected to perform other duties as required. The responsibilities may change over time.

Salary: \$60,000 per annum. 401K employee match available, health insurance benefit with \$100 employee contribution.

Qualified candidates should email a cover letter, resume and a list of three (3) professional references with contact information to Samantha@sharedhope.org.