

Christian Record Services, Inc.

GENERAL JOB DESCRIPTION AND RESPONSIBILITIES

Job Title:	Digital Media Manager	Department:	Mission Advancement
Category:	Full-time Exempt (Salary)	Wage Scale:	Per denominational scale
Reports to:	Director of Mission Advancement	Date Written:	February 2021

POSITION SUMMARY: The Digital Media Manager is an integral part of the Mission Advancement Department, with a special focus on communication. This position will manage Christian Record Services, Inc.'s digital platforms, including the website, social media accounts, email, e-news, and other dissemination tools and will actively coordinate with the Director of Mission Advancement and other departments to publish and promote marketing, editorial, member services, and fundraising content/campaigns across various platforms.

ESSENTIAL JOB FUNCTIONS

General Duties

In cooperation with the Director of Mission Advancement:

- Implement an integrated communication and marketing strategy to help Christian Record administration and Board leadership cultivate and enhance meaningful relationships with targeted high-level external audiences, including the media, public officials, members, donors, and key influencers
- Maintain brand awareness and reputation, and online visual identity
- In partnership with the Mission Advancement team, develop and create an Annual Offering initiative that includes physical pieces, video, social media, advertising, to support general awareness and fundraising initiatives for the organization
- Promote services and programs to the Seventh-day Adventist church, community, and interdenominational audiences through all mediums (analog and digital), including publications, radio, television, website, social media, camp meetings, and conventions
- Continue to develop and coordinate implementation of Style Guide across all departments and all internal and external communication outlets that incorporates inclusive language and best practices for accessibility
- Oversee preservation of historical assets; maintain best practices for digital asset storage, account access, and intellectual property laws
- Answer general phone inquiries and respond to or route messages from general voicemail and info email address

Online & Social Media

- Create/curate social media content:
 - Create high-quality content for posting on social media channels, maintain regular publishing schedule, and plan specific campaigns, including managing ad campaigns

- Monitor campaign performance, and tweak strategy as needed.
- Manage all aspects of web presence and website content, including updates and troubleshooting, and ensuring content is accessible, on-brand, and search- and social-optimized.
- In coordination with department directors, produce the bi-monthly e-newsletter, member emails and surveys

External and Internal Communications

- Manage requests for external presentations and assist team members in preparation for external events to ensure accuracy and consistency with style and brand guidelines
- Attend media-related conferences and seminars as approved
- As requested, coordinate response to media relations inquiries and opportunities
- Monitor communication analytics and be prepared to report regularly to Director of Mission Advancement and administration to recognize opportunities and solutions
- Work with Director of Mission Advancement, administration, and Safety Committee to maintain Emergency Response Information documents and appropriate protocols

QUALIFICATIONS AND SKILLS

Education: Minimum Bachelor's Degree in marketing, communication, or related field

Experience: Minimum of three years in a professional office environment with responsibilities in associated areas corresponding to this position

Membership: Must be a member in good standing in the Seventh-day Adventist Church

Skills:

- Demonstrated skill in long- and short-form writing styles, a strong English grammar foundation, keen attention to detail, and a working knowledge of *AP Style Guide*
- Professional demeanor, strong organizational skills, excellent oral and interpersonal communication
- Ability to take and upload digital photos and videos. Photography and/or design experience and video editing skills are a plus.
- Demonstrated technology and computer skills necessary for the position, including experience with content management systems for websites, Constant Contact or similar email service provider, Microsoft 365 and Adobe Creative Suite or similar content creation software, and social media publishing platforms. Willingness to explore and learn new platforms.

The above statements are intended to describe the general nature and level of work to be performed by the individual in this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required for this position. Employees may have other duties assigned at any time.

The position will remain open until filled.

Submit resume and cover letter by email to info@christianrecord.org along with Christian Record's Employment Application, which can be found at www.bit.ly/CRSBjobs

No phone calls please.