

DIGITAL MARKETING COORDINATOR

OBJECTIVE: To support the ministry of Valley Church through marketing and communications.

EMPLOYMENT STANDARDS:

Education: Degree in Communications, Public Relations, Media, or related field

Experience: 2 years working in Communications or a related field

COMPENSATION/STATUS: Full-time, 45- 50 hours per week, annual salary (commensurate with experience) Exempt status. Benefits include group health insurance, paid vacations, etc. Refer to Personnel Policies for details.

ROLE: The Digital Marketing Coordinator is

- **Adaptable:** Able to assist the Marketing and Communications team in a variety of areas including web, videography, photography, graphic design, print media, social media, promotion of ministries and events, and others as needed.
- **Creative:** Able to understand the goal of each project and tell a story through video, photos, and graphics.
- **Organized and Efficient:** Able to work on multiple projects simultaneously.
- **Eager Learner:** Constantly growing and developing in new skills and technology. Not afraid to try new things. Can take direction and feedback well.

PERSONALLY: The Digital Marketing Coordinator is

- **Innovator:** Excited and prepared to try new things that may be outside the box. Not afraid to fail in order to learn.
- **Time manager:** Does not require external systems to prioritize; is intrinsically motivated.
- **Flexible:** Understands the complexity of working with a variety of staff and perspectives, and collaboratively works with patience, flexibility, and grace.
- **Disciple:** Fully devoted to following Jesus in everything he or she does.

JOB: The Digital Marketing Coordinator is responsible for

- Developing and implementing an on-going social media strategy, including basic content creation.
- Providing graphic design, video, social media, and photography assistance to Marketing and Communication team members as needed.
- Maintaining organized individual and team-wide projects using project management tools.
- Supporting ongoing ministry needs through digital marketing.
- Maintaining an open line of communication with ministry leaders during projects and frequently dialogues with the Lead Associate.

RELATIONSHIPS of the Digital Marketing Coordinator include

Reports to:	Communications Lead Associate
Works closely with:	Marketing and Communications Team

SUCCESS of the Digital Marketing Coordinator is defined by

- **Awesome social engagement:** Builds a positive culture and engages with an active audience on Valley Church social media platforms.
- **Positive team environment:** There is joy, enthusiasm, peace, and hope in environments he or she leads and serves.
- **Creative thinking:** Has a desire to bring new ideas and techniques to the communication process. Seeks to improve processes and skills through research and development.
- **Operational ease:** Assigned tasks and projects are finished in a timely and excellent manner while cultivating an enjoyable atmosphere. Able to work independently and with a team.