

ELCA Position Description

PERSONNEL POLICIES STATEMENT: In all of its services, both within the churchwide organization and in the fulfillment of this church's mission in the world, the employees of the Evangelical Lutheran Church in America shall carry out the duties to which they are assigned in faithfulness to the faith and mission of the ELCA.

TITLE: Associate Director for Marketing – *e-Philanthropy*

Grade: 15

REPORTS TO: Director for Marketing

UNIT: DS

POSITION SUMMARY:

This position's focus within the marketing team is centered on donor-focused areas of www.elca.org including Foundation, Fund for Leaders, Vision for Mission, HIV and AIDS, LMI, Missionary Sponsorship and World Hunger. The incumbent will help to build the base of support, raise critical funds, and mobilize social networking and new media. Responsibilities include setting and meeting key goals for a forward thinking ePhilanthropy strategy for the ELCA including awareness and traffic building, fundraising, mobilizing action, and list-building; and overseeing planning and creation of email campaigns, website and blog content, social media, new media technologies and other online outreach and mobilization.

PRINCIPAL ACCOUNTABILITIES:

1. Develop and manage an online communications and organizing strategy that supports ELCA's overall goals and complements our offline strategy for fundraising initiatives/foci.
2. Analytically assess marketing campaigns, monitoring ROI to measure effectiveness and using SEO (search engine optimization), SEM (search engine marketing), and PPC (paid search marketing).
3. Generate, develop and manage multiple digital and marketing campaigns and initiatives for lead generation, prospective donor mining and event promotion.
4. Guide creative content/direction for fundraising areas.
5. With other team members, manage DS/FO's evolving social media strategy for fundraising, outreach, event promotion, community building and branding. Develop reports on its effectiveness.
6. Manage relationships with external partners (agencies) and vendors to optimize performance.
7. Collaborate with other staff to complement and support other departments.
8. Perform other duties as assigned.

QUALIFICATIONS:

1. A minimum of three years in web strategy development; preferably in a fundraising or sales setting using integrated marketing and advertising, including SEO and SEM, Web design, and new and emerging media.
2. Bachelor's degree in marketing, communications, computer science or a related field or an equivalent combination of training and experience.
3. Experience with exploiting web analytics as metrics to enhance the visibility of the website (e.g., Google top 10).
4. Background in HTML preferred.
5. Proficiency and experience with Content Management Systems (Sitecore) and Constituent Relationship Management systems (Blackbaud NetCommunity) preferred.

6. Experience with creating and measuring success of online campaigns, such as email campaigns or viral marketing.
7. Proven track record of success in prioritizing and managing multiple projects, project forecasting and resource planning.
8. Demonstrated ability with managing new media strategy development, content creation, website development and deployment of messaging through social networking.
9. Demonstrated ability to work in diverse teams, manage consultants, and also drive projects independently.
10. Background in HTML preferred.
11. Desire to work in a fast-paced and mission driven organization.
12. Attention to detail, excellent organizational, verbal and written communications skills and knowledge of industry trends and new growth areas within the web communications field.
13. Strong interpersonal skills: the ability to work collegially and collaboratively with a diverse population both inside and outside of the workplace.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk and hear, use hands and fingers to operate a computer and telephone. This position requires sitting for long periods of time. Reasonable accommodations can be made to enable individuals with disabilities to perform the essential functions.