



Open Door Mission

Marketing Specialist

JOB TITLE: Marketing Specialist
REPORTS TO: Philanthropy Director

DEPARTMENT: Development
STATUS: FT

SUMMARY OF POSITION:

DUTIES AND RESPONSIBILITIES:

- Manage all social media channels including Facebook, Twitter, LinkedIn, Instagram, Google+ to increase Open Door Mission awareness and support.
- Analyze email and social media performance on regular basis to constantly innovate the overall experience and ensure alignment with business objectives and priorities
- Actively monitor and adjust web content strategy accordingly across channels and departments
- Create and support all print and digital communication including but not limited to: print, social media, radio, events, advertising, newsletter and website.
- Design presentations and displays used for promoting Open Door Mission to external groups.
- Update website content as needed
- Support leadership team to understand audience needs and create compelling content that engages all audiences

ESSENTIAL SKILLS:

- Able to maintain a positive, professional, Christ-like manner with all staff, guests and volunteers
- Flexible thinker-high ability to adapt with change and approach problem solving with creativity and openness
- Presentation Skills - Effective in a variety of formal presentation settings, gains positive attention, changes tactics that aren't working
- Communicates complex ideas easily and commits an internal audience into action by persuasive communication
- Able to work flexible hours to monitor social media and attend events
- Ability to work in a fast-paced, changing environment with all levels of management

EDUCATION/EXPERIENCE:

- Associates degree required, Bachelor degree preferred
- Minimum 4 years with WordPress, Adobe AEM, MS 365
- Minimum 3 years of working with digital ad campaigns
- Experience in Photoshop, preferred

Requirement:

The Open Door is a privately funded 501(c)3 Christian ministry outreach of Servants of the Word, Inc. It is the policy of The Open Door to grant equal opportunities for employment to all qualified persons without regard to age, race, color, national origin, military, gender, genetic characteristic, marital status, unemployment, domestic violence, or any other applicable grounds prohibited by law. Our designated purpose is religious. We consider every position essential in the fulfillment of our ministry and Mission Statement. As such, each employee must have a relationship with Jesus Christ as their personal Savior and Lord. All employees must:

- Be able and willing to share the Gospel and participate in the ministry activities of Open Door;
- Subscribe to The Open Door Statement of Faith and Qualifications for Employment upon hire and continuously while employed;
- Adhere to The Open Door Employee Handbook.

My signature below acknowledges that I have read and understand the job description as described herein. I understand that this job description is not all-inclusive and that employment is at-will.

Signature

Printed Name

Date