



## Open Door Mission

### Marketing Specialist

**JOB TITLE:** Marketing Specialist  
**REPORTS TO:** Executive Director

**DEPARTMENT:** Development  
**STATUS:** FT

**SUMMARY OF POSITION:** The **Marketing Specialist** will help develop and execute a marketing strategy designed to grow the mission and brand of Open Door Mission, assuring the mission's relevance as a leading service provider for individuals experiencing homelessness in Upstate NY. This position requires someone who is highly organized and detail oriented and has the ability to manage multiple projects. This individual displays creativity and thoughtfulness in storytelling concerning Open Door's mission.

#### **DUTIES AND RESPONSIBILITIES:**

- Manage social media including Facebook, Twitter, LinkedIn, Instagram, Google+, and other social media venues to post Mission-related information and increase Open Door Mission awareness and support
- Plan and execute digital fundraising events and digital ads. Create and manage marketing calendar for the year
- Strategically promote events through media placements, publicity packages, posters and other promotional material
- 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. Update website content as needed
- Create and manage all print and digital communication including but not limited to: print, social media, radio, advertising, newsletter and website
- Develop public relations materials including media correspondence, fact sheets, quarterly newsletter, brochures, flyers, and other informational or promotional items and special correspondence to donors or other individuals or groups; manage print and other vendors whose services are required to complete projects
- Manages relationship with Direct Mail vendor, oversee direct mail campaigns and coordinates seasonal donor acquisition
- Design presentations and displays used for professionally promoting Open Door Mission to external groups.
- Partner closely with programs to understand audience needs and create compelling content that engages the user
- Assumes other duties as assigned

#### **ESSENTIAL SKILLS:**

- Ministry mindset, mature Christian, able to model servant-leadership
- Able and willing to interact with shelter guests in a compassionate and respectful manner
- 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
- Influence- communicates complex ideas easily and commits an internal audience into action by persuasive communication
- Action Oriented - Enjoys working hard, full of energy for new challenges, seizes opportunity
- Functional/ technical skills - Strong functional and technical knowledge and skills within various email/ event marketing platforms
- Creativity - Comes up with new and unique ideas, original, and always adds value to brainstorming
- Peer Relationships - Finds common ground/solves problems for the good of all, solves problems with peers, is a team player, collaborates and supports peers
- Actively contributes to the direction of an area by direct accountability for results
- Flexible. Able to work flexible hours to monitor social media and attend events
- Able to set and meet timelines and milestones for events, communication and collaborate with staff, vendors and others as necessary
- Strong commitment to timelines, accuracy and professionalism
- Strong eye for mobile and desktop digital designs that lead to action Data-driven approach and strong analytical skills
- 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 of web operations experience with various platforms such as Adobe AEM
- Minimum 3 years of working with digital acquisition campaigns
  
- Strong technical and media acumen required
- Comfortable in talking technology with developers while knowing how to translate the language to communicate to stakeholders
- Proven success increasing conversion rates through deployment of digital experience tactics
- Familiarity with dynamic content or personalization tools a must
- Excellent written and oral communication skills, with exceptional attention to detail and copy proofing
- Strong eye for mobile and desktop digital designs that lead to action
- Extensive knowledge of digital experience trends and products
- Savvy with third party data and analytics platforms
- MS 365, Photoshop, Wordpress, 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