



**Job Title:** Digital Marketing Specialist

**Reports To:** Communications Director

**Position Status:** Full-time – 40 hours/week

**Summary of Position**

The Digital Marketing Specialist within our church's Creative Team is a key role responsible for developing and implementing digital marketing strategies to enhance our online presence and engage the community. This position involves managing social media channels, creating and optimizing email and text content, analyzing digital metrics and good SEO practice, and implementing good copywriting skills to engage those inside and outside of Mercy Hill. The ideal candidate will have a strong understanding of the intersection between digital marketing and the unique needs of a church community, contributing to the overall success of our mission of making disciples and multiplying churches. Collaborating closely with the Creative Team, this role plays a vital part in fostering a meaningful and impactful online experience for our church members and beyond.

**Conditions of Employment: Character, Culture, Competencies**

*\*Performance Evaluation* - It is understood that the performance for this job will be primarily measured and evaluated by the Character, Culture, and Competency standards laid out in this job description.

**CHARACTER:**

1. Affirms Mercy Hill Church's Articles of Faith (which are the Baptist Faith and Message 2000).
2. Affirms Mercy Hill's Church Covenant for Covenant Members.
3. Models the biblical standard of personal conduct and lifestyle that is expected of all covenant members.
4. Fully participates in the life of Mercy Hill Church as an active covenant member.



**CULTURE:**

**Staff Distinctives**

1. We think deeply.
2. We are a hungry staff.
3. We are white hot worshippers.
4. We are fun to be around.
5. We are data driven people.
6. We are going to focus what is primary.
7. We build teams.
8. We see an extreme value in the weekend gathering - disciples are made in rows and circles.
9. We are a pragmatic bunch of people.
10. We have courageous faith.

**COMPETENCIES:**

**Job Competencies**

1. Demonstrate the capacity to work alongside the Communication Director to develop well-thought-out plans that leverage various online channels effectively. This includes understanding target audiences, the Mercy Hill brand, selecting appropriate digital platforms, and outlining a roadmap for achieving specific marketing objectives
2. Analyze key performance indicators such as conversion rates, click-through rates, and engagement metrics. The ability to use these insights to optimize campaigns and strategies is essential for achieving optimal results.
3. Possess creative skills to develop engaging content that resonates with the target audience of the church.
4. Demonstrate strong leadership, effective communication, and excellent organization and planning skills.



## **Duties and Responsibilities**

### **1. Social Media Management**

- Manage and optimize social media profiles, creating content calendars, and executing social media campaigns.
- Monitor social media trends and engagement metrics to enhance brand visibility and audience interaction

### **2. Copywriting**

- Create compelling and persuasive copy for various digital channels, including website content, blog posts, social media, and marketing collateral.
- Ensure consistency in messaging and brand voice across all communication materials.

### **3. Email & Text**

- Plan, execute, and optimize email marketing campaigns to nurture leads, engage our church and those outside, and drive first-time guests.
- Develop and implement SMS and text message campaigns to reach and engage the target audience.

### **4. Data Analytics**

- Utilize data analytics tools to measure and analyze the performance of digital marketing campaigns (Google Analytics)
- Provide actionable insights and recommendations based on data analysis to optimize marketing strategies.

## **Job Requirements**

Previous Experience & Credentials:

- Bachelor's degree in marketing, Communications, or a related field
- Proven experience in Digital Marketing with a focus on SEO, copywriting, email and text campaigns, social media management, and data analytics
- In-depth knowledge of SEO best practices, keyword research tools, and web analytics tools (Google Analytics, etc.).
- Strong copywriting skills with the ability to create engaging and persuasive content for various digital platforms.



- Proficiency in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) preferred but not required.
- Experience planning and executing successful email marketing campaigns and text message marketing strategies.
- Proficiency in social media management and familiarity with social media analytics tools
- Analytical mindset with the ability to interpret data, generate insights, and make data-driven recommendations.
- Excellent communication and collaboration skills

#### **Office Hours and Work Schedule**

1. Office Hours: 5 days per week (Monday, Tuesday, Wednesday, Thursday, and Sunday) or as assigned by supervisor.
2. Holidays: All staff-wide holidays as outlined in the Staff Handbook.
3. Time Off: Consult Mercy Hill Handbook for time off policy.

#### **Organizational Relationship**

Communications Director – **Primary**

Executive Pastor of Worship Services – **Secondary**

**This job description is subject to change at any time.**

---

[Your Name], [Digital Marketing Specialist]

Date

---

Nate Smith, Communications Director

Date