



DIGITAL MARKETING SPECIALIST

Full-time; Non-Exempt

Reports to: Director of Development

POSITION SUMMARY: A key member of the Development team, the Digital Marketing Specialist will support the online marketing and promotional efforts of Catholic Charities. Under the supervision of the Director of Development, the Marketing Specialist will play an integral role in implementing online marketing and fundraising strategies, primarily through the daily management and optimization of a new organizational website, developing electronic promotional campaigns, online storytelling, and bringing creative solutions to help the team achieve its goals. The Marketing Specialist will also play an important role in communicating the values and efforts of our agency through social media while engaging a diverse community.

PRINCIPLE DUTIES AND RESPONSIBILITIES:

- Manage day-to-day website content, functionality, and optimization. Initial priorities will include launch and fine-tuning of a newly designed website currently under development.
- Oversee day-to-day operations of social media and online channels to include managing editorial calendars, content creation, and impact.
- Assist with the creative development, coordination, and execution of fundraising campaigns.
- Conceptualize, write and edit marketing copy for online advertisements, web, stakeholder emails, events, social media, and other collateral.
- Evaluate marketing performance to develop insightful reports to help inform future marketing strategies.
- Maintain strong relationships with internal staff and external stakeholders and partners.
- Utilize Salesforce database to manage campaign engagement.
- Stay up-to-date on nonprofit marketing trends and best practices, especially as it relates to fundraising.
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing or related field; or equivalent experience.
- Two to five years' experience in digital marketing/communications in the non-profit sector.
- Bilingual and bi-cultural, English/Spanish, strongly preferred.
- Experience with web design projects and software; WordPress experience strongly preferred.
- Strong proficiency in all programs of Microsoft Office required; Salesforce preferred.
- Familiarity with Adobe Suite products.
- Excellent team and interpersonal skills; self-motivated.
- Ability to seek creative solutions with limited resources.
- Excellent verbal and writing skills, with keen attention to detail.
- Passion for and experience in managing social media.
- Must be able to organize and prioritize work, be proactive, take initiative, resolve problems, follow through, and simultaneously manage multiple priorities to ensure goals are met in a timely manner.
- Demonstrated ability to maintain confidentiality.
- Ability to work creatively and flexibly in a changing organization.
- Ability to effectively promote organizational mission and values.
- Valid driver's license and automobile insurance coverage.

- Successful completion of civil, criminal and/or motor vehicle background checks.

COMPENSATION: Compensation is commensurate with skills and experience. Competitive benefits package, including: 100% employer paid health insurance (employee portion), disability, life insurance, paid time off, 12 paid holidays, retirement plan, free parking and more.

TO APPLY: Please submit your cover letter and resume at:

<https://catholiccharitiesoregon.applicantpro.com/jobs/>

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