



Evangelical Lutheran Church in America

God's work. Our hands.

Evangelical Lutheran Church in America
Human Resources
8765 West Higgins Road, Chicago, IL 60631

JOB DESCRIPTION

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

POSITION INFORMATION

Title:	Manager, Digital Media
Primary Supervisor	Director, Marketing Communicatins
Unit:	Mission Advancement
Current Incumbent:	VACANT

Basic Purpose and Scope:

The Digital Media Manager is responsible for developing and executing an integrated digital strategy for the ELCA and serves as the primary content strategist, leading successful campaigns to maximize reach and effectiveness. Manages all ELCA Web platforms (ELCA.org, LivingLutheran.com, blogs, social media), video production, e-mail campaigns and in-house graphic design. Supervises three staff..

Responsibilities:

<u>% of Time</u>	
15	1. Create digital media plans that strategically and effectively support the ELCA's goals and objectives
10	2. Support marketing and public relations strategy development projects, providing education and guidance on digital media and technical strategies
30	3. Lead website optimization by serving as primary content strategist. Serve as project manager for development and redevelopment web projects
10	4. Manage platform relationship with IT Web development staff and external vendors
5	5. Support and advise marketing and public relations colleagues on developing effective integrated campaigns leveraging tools across all digital channels
20	6. Drive visitors to ELCA websites and digital media products. Track online behavior of visitors and users, maximizing the effectiveness of impact
5	7. Research media consumption and digital media trends
	8.
5-10%	9. Performs other duties as required

Minimum Qualifications**List desired education and training:**

Bachelor's degree in marketing or communications preferred.

List desired experience:

6-8 years of marketing or communications experience

List the primary skills and abilities required to perform this job:

1. Experience managing digital projects and programs, including understanding of scope, resource and risk assessment

2. Experience working with an enterprise-level content management systems – SiteCore, NetCommunity and Movable Type.
3. Demonstrated understanding of digital media marketing best practices, trends, analytics and optimization
4. Ability to work effectively in teams and manage multiple projects
5. Excellent verbal and written communication skills to be able to plan and strategize with C-level executives and other executives across the organization and church.

List required certifications or licenses:

List required education, experience and/or training:

Bachelor's degree in marketing, communications, business, information technology or related field preferred.

Position Context Information

Marketing and Public Relations is a team within the Mission Advancement unit responsible for designing, planning and executing effective and integrated marketing, public relations and digital media strategies for the churchwide expression of the ELCA.

List the main internal contacts of this job (functions or people inside the organization) and state the nature of the interactions.

Daily interaction with program leaders in Global Mission, Congregational and Synodical Mission and Mission Advancement.

List the main external contacts of this job (organizations or people outside of the organization) and state the nature of the interactions.

Frequent interaction with ELCA members and leaders, consultants and creative services vendors.

Management Accountability

List the positions that report to this position and briefly describe (in one to three sentences) what each job does:

Video Strategy and Production Manager, Web Developer/E-mail Strategist, Graphic Designer

Describe this job's budget and / or revenue accountability and list amounts.

Manage the Digital Media section of the Marketing and Public Relations budget in consultation with the Director for Marketing Communications.

List the plans this job has accountability for setting (e.g., annual program plans).

Responsible for developing and executing annual digital media strategies.

List the decisions for which this job must get approval from a superior.

Decisions that affect budget and staffing not within original scope as defined by approved plan.

List the decisions this job has the freedom to make.

Day-to-day decisions resulting in the development and execution of approved plans.

Physical Characteristics of Job

Travel.

Up to 10%.

Physical Effort

Ability to move boxes of collateral and set up displays at events.