

For over 75 years, Episcopal Relief & Development has been working together with supporters and partners for lasting change around the world. Each year the organization facilitates healthier, more fulfilling lives for more than 3 million people struggling with hunger, poverty, disaster and disease. Inspired by Jesus' words in Matthew 25, Episcopal Relief & Development leverages the expertise and resources of Anglican and other partners to deliver measurable and sustainable change in three signature program areas: Women, Children and Climate.

Web Marketing Manager

The Web Marketing Manager develops and implements web-based marketing strategy in support of the goals of the organization's Strategic Plan and Core Values. Your primary role is to attract, engage and retain site visitors by improving user experience while generating conversions and increasing income to meet visibility and fundraising goals.

As Web Marketing Manager you will:

- Plan and implement web-based marketing strategies and campaigns to promote the brand voice, engage audiences and drive conversions
- Manage, upgrade and support Episcopal Relief & Development's website and related properties
- Assess and improve website search engine optimization (SEO) results
- Evaluate web traffic and metrics to help measure and inform web updates and strategies
- Develop and maintain a formalized process for web request submissions
- Manage and troubleshoot technical issues to preserve site security
- Ensure full compliance on all website and related web properties with all laws and regulations
- Regularly prepare monitoring reports and conduct audits to improve content and site functionality
- Monitor current industry trends to develop guidelines and best practices in web and digital systems

You Are:

- A confident communicator with excellent written and verbal communication skills who has a proven ability to plan and implement website marketing campaigns
- Fluent with programming languages including HTML, XML, Java and CSS and have expert knowledge of Content Management Systems (e.g., WordPress, Drupal, etc.)
- Proficient in UI design as well as SEO and SEM best practices/implementation to optimize web content
- Digitally proficient with platforms and tools including graphic design software and cloud-based platforms like Google Suite, Box or Dropbox as well as Microsoft Office, Adobe Creative Cloud and other related software
- Able to thrive in a Mac/Google environment
- A highly-organized project manager who is adept at managing competing priorities and meeting deadlines in a fast-paced environment

You Have:

- A shared commitment to Episcopal Relief & Development's values, principles and philosophy
- A Bachelor's degree in Marketing, Communications, Web Development, Graphic Design or a related field; A Master's degree is preferred
- A minimum of 5-7 years of demonstrated experience overseeing the marketing strategies and maintenance of ecommerce websites, redesign projects and management of consultants
- A Proven ability to plan and implement marketing campaigns via websites
- The ability to work in an extremely collaborative environment, coordinating closely with consultants, staff and other stakeholders
- Experience leading digital transformation projects
- Experience working in a nonprofit or faith-based environment

How To Apply:

Email cover letter and resume to careers@episcopalrelief.org with the subject line "Web Marketing Manager." For more information, visit our website at www.episcopalrelief.org.

* Generous benefits package offered.

** Episcopal Relief & Development provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation or any other legally protected status.*

Episcopal Relief & Development offers reasonable accommodations in the hiring and employment process for individuals with disabilities. If you need assistance in the application or hiring process to accommodate a disability, you may request an accommodation at any time.