

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.

Manager, Digital Marketing (New York, NY OR Remote)

The Manager, Digital Marketing develops and implements digital marketing strategies and campaigns in support of the goals of the organization's Strategic Plan and Core Values. Your primary role is to create and implement compelling digital content that deepens supporter engagement, increases donations and ensures consistency of branded visuals and messaging across social channels. You will develop a strategy to help connect, collaborate and engage with key audiences around The Episcopal Church, the Anglican Communion and beyond.

As Digital Marketing Manager you will:

- Develop and implement a digital marketing strategy to inspire current and new supporters to foster meaningful connections, increase donations and encourage active channel participation
- Build and manage the organization's digital presence via Facebook Business, Twitter, LinkedIn, Instagram, Mailchimp, etc.
- Create an online content strategy to develop and circulate compelling written stories, videos and multi-media content on the organization's blog and digital platforms
- Oversee the creation of content for digital distribution and serve as story administrator, developing, managing and coordinating an editorial calendar
- Establish metrics and goals to measure the effectiveness of digital strategies and campaigns using Google Analytics 360 and other measurement tools and prepare regular monitoring reports
- Engage, recruit, cultivate and educate online influencers to expand reach and awareness
- Develop guidelines and best practices around digital content strategies; monitor, evaluate and provide direction on emerging platforms and latest trends in digital community tools and applications

You Are:

- A confident communicator with excellent writing and communication, presentation and listening skills who has sound judgment and manages sensitive situations with discretion and confidentiality
- Comfortable editing and working in a Mac/Google environment
- A strategic thinker with strong critical thinking and analytical skills
- A highly creative self-starter who takes initiative; you know how to bring people together and get things done
- An enthusiastic team member who is excited to work cross-functionally with other departments, donors and vendors with tact, diplomacy and sensitivity to diverse backgrounds
- A detail-oriented multi-tasker who is adept at managing competing priorities and meeting deadlines in a fast-paced environment
- Knowledgeable of digital storytelling and sharing tools, database programs, graphic and information design, user experience and content marketing
- Proficient in Microsoft Office, Adobe Creative Cloud, Canva, Wave or similar software with an affinity for learning and adapting new technologies

You Have:

- A shared commitment to Episcopal Relief & Development's values, principles and philosophy
- A Bachelor's degree in Digital Marketing, Marketing, Communications, English, Journalism or a degree in a closely related field; A Master's degree is preferred
- A minimum of 5-6 years of demonstrated experience developing and implementing digital marketing campaigns and measuring results
- Broad-spectrum digital proficiency with social media, photo/video editing and graphics software, cloud-based platforms (Google Suite, Box, Dropbox) and content management and creation systems
- Familiarity with building brand awareness and engaging, informing and motivating target audiences through digital campaigns
- Experience working in a nonprofit or faith-based environment (a plus)

How To Apply:

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

* This position can either be located in New York, NY or can be a remote position.

* Generous benefits package offered.



Episcopal
Relief & Development
Working Together for Lasting Change

** 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.