# DIRECTOR, DIGITAL MEDIA

**Job Status:** Regular Full-time, Exempt
**Reports to:** Vice President, Finance & Operations
**Department:** Creative & Communications
**Updated:** February 2022

## POSITION DESCRIPTION

The Director of Digital Media leads, supervises, and manages Pulse's media studio, websites, social media accounts, digital marketing campaigns, and all aspects of the digital ecosystem. Will collaborate with the Creative, Marketing, and Communications departments to develop new ideas, conceptualize marketing campaigns, produce videos, and more. The Director of Digital Media will create opportunities and strategies for Pulse and Nick Hall Evangelism to share the Gospel and make Jesus known through digital spaces. The Director of Digital Media is a key contributor within the Creative, Marketing, and Communications departments—ensuring Pulse's standard of excellence for reaching the next generation with relevant content and messaging.

## CORE COMPETENCIES

- Visionary leader with passion for evangelism and experience bringing things across the finish line.
- 7+ years of experience in digital marketing, advertising, analytics or a related field.
- Bachelor's degree in marketing, advertising, economics, finance, or analytics (focus preferred or equivalent work experience).
- Strong proficiency in web analytics tools (Omniture, Google Analytics) and SQL.
- Advanced proficiency in Excel required.
- Strong analytical skills at both the micro and macro levels.
- Strong project management and project leadership skills.
- Experienced in creating cohesive marketing campaign plans.
- Experienced measuring and proving the impact of marketing channels.
- Experienced partnering with vendors or third parties in the following areas: ensuring deadlines are met, plans are accurate, and budget/goals are achieved.
- Disciplined budget management skills.
- Strong leadership skills and experience in building an effective team.

## PRIMARY RESPONSIBILITIES & OBJECTIVES

### Digital Media

- Oversee direction for media studio strategic initiative, inclusive of developing a team of digital content creators.
- Work with creative and digital agencies to manage all digital channels and in-house social media team to grow our brand awareness with both promotional and ministry-focused content.
- Collaborate with our vendor partners on unique opportunities across paid social and paid search.
- Develop and execute strategies to grow engagement for Facebook, Instagram, TikTok, YouTube, podcasts, and other media opportunities.
- Manage content development for all digital media, responsible for projects from inception to final delivery and promotion on various platforms.
- Oversee design and creative process for all websites and associated campaigns.
- Along with the Communications team, develop a structured system of website maintenance and content generation in lockstep with ministry strategic initiatives and organizational goals.
- Work closely with internal Creative team and agency partners to deliver exceptional creative work—showing a keen eye for great design and a focus on brand integrity.
- Build a team of digital creators, designers, videographers, writers, and coders.

- Develop case studies highlighting ministry success stories.
- Working with Pulse leadership and content creators, develop ministry-related content (messages, Bible studies, devotionals, and more) for various digital platforms.
- Working with external partners, develop a strategic plan to enhance functionality and generate new content for the Move Closer App.
- Effectively delegate and execute assigned tasks and manage responsibilities across the team to ensure quality work.
- Constantly monitor campaign performance and pacing using dashboard reporting, looking for optimization opportunities using a methodical framework to achieve goals and maximize results.

**Creative Collaboration**

- Work with the Creative team and various campaign directors to conceptualize videos for promotion, live events, social media, and more.
- Be an active part of our Creative incubation team—regularly contributing new ideas and direction for our programs, events, and online platforms.
- May supervise employees as needed and provide work direction for the Creative team.

**ORGANIZATIONAL RESPONSIBILITIES**

- A follower of Jesus, in agreement with the Pulse Statement of Faith, mission and values.
- Be a model of Christian integrity, diligence in work, and persistence in pursuing and exceeding objectives.
- Professional demeanor and approach and behavior consistent with the standards contained in Pulse manuals (i.e., Employee Manual, Financial Management Policy, etc.).
- Follow all policies and procedures outlined in the Pulse Employee Manual.

**OTHER RESPONSIBILITIES**

- Engage in personal and team development opportunities presented by Pulse leadership.
- Assist and perform any and all other duties as assigned.
- Travel as needed (estimated 5-10%)