

JMM - Senior Digital Marketing Specialist



Job Code S31793	Pay Structure MM3	Job Grade 21
Ministry/Team JMM	Reports To Vice President of Content	FLSA Status Exempt
EEO-1 Category Professionals	Last Updated Date 2/18/2025 1:40:16 PM	Job Description Title Senior Digital Marketing Specialist

Who We Are

Cru is a caring community passionate about connecting people to Jesus Christ

Summary of Position Description

The individual performing this role is required to approach the position with Cru in a manner that seeks, individually and with others, the guidance of the Holy Spirit through prayer. The individual is expected to approach the job in a way that reflects the teachings of the Lord and demonstrates dignity and respect for those with whom the individual works.

The Senior Digital Marketing Specialist will have demonstrable and advanced experience in managing multi-channel digital marketing platforms, including website, social media, podcast, email, video editing, and analytics. They will also have familiarity with search engine optimization best practices and platforms. He or she thrives on learning new ways to enhance and optimize existing and emerging digital channels to equip and encourage Christians. The Sr. Digital Marketing Specialist will report directly to the Vice President of Content and will manage development of content across all digital channels for Josh McDowell Ministry.

Essential Duties and Responsibilities

As an employee with Cru

- Actively and intentionally grow in his or her Christian faith
- Exhibit Christian character through attitude and conduct with others in the workplace and in daily life as outlined in the 'Standards and Expectations' section of the employee handbook.
- Express a dependence on the Holy Spirit in the performance of his or her duties
- Consistently attend, participate and share in team and ministry devotional times and in other activities specified by his or her leadership.

For this role:

- Lead content strategy across all digital channels in collaboration with VP of Content
- Ensure all marketing initiatives are executed on schedule in collaboration with Senior Project Manager
- Create content and manage platforms for website, email, and social media channels
- Manage editorial processes from submission to publishing for content across all digital channels
- Film and edit video content with advanced video editing techniques
- Lead digital marketing analytics gathering efforts and present a monthly deck to key stakeholders
- Lead SEO data collection and present recommendations monthly

Supervisory Responsibilities

None

Other Functions (non-essential)

- Demonstrate and model personal spiritual discipline and assist in development of an environment on the team where individual team members grow in their own Christian walks.
- Personal development - engage in the Staff Development process including creating and implementing a Personal Development Plan (PDP) targeting areas of growth.
- Perform related duties or special projects as assigned
- Attend Josh McDowell Ministry's bi-monthly staff meetings, weekly development team meetings, weekly prayer times, JMM biennial retreat and Cru semi-annual days of prayer

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential function:

Christian Faith

- The individual serving in this role must:
 - Exhibit a growing relationship with Jesus Christ and a willingness and ability to share how this relationship began
 - Sign the Statement of Faith without reservation
 - Exhibit a history of being connected to a body of believers who encourage his or her spiritual growth
 - Be willing to conduct his or her life in a way that is consistent with Cru's standards and expectations, understanding that his or her conduct in the workplace and in the community can reflect on the ministry of Cru.

Knowledge of:

- Editing and proofing skills – Advanced
- Google Analytics - Advanced
- Oral and written communication skills – Advanced
- Research methods - Advanced
- SEM and social media ads - Advanced
- Social media best practices and scheduling platforms - Advanced
- Adobe Campaign or similar email marketing platforms
- Best-in-class SEO tools
- Correct English usage, grammar, spelling, punctuation and vocabulary
- Deep familiarity with all facets of digital marketing
- Google Suite
- Interpersonal skills using tact, patience and courtesy
- Ministry organization, operation, policies and objectives

- Modern office practices, procedures and equipment.
- Podcast publishing
- Social Media Platforms, including Facebook, Instagram, Twitter and YouTube
- Video filming and advanced knowledge of video editing
- WordPress or similar CMS systems

Ability to:

- Analyze situations accurately and determine an effective course of action.
- Continue learning necessary technical skills in Adobe Suite or other chosen platforms.
- Establish and maintain cooperative and effective working relations with others.
- Learn, apply and explain policies, procedures, rules, and regulations.
- Maintain accurate records and files.
- Manage the publishing of content across multiple platforms
- Meet deadlines with minimal supervision
- Multi-task in a fast-paced environment
- Organize work effectively
- Perform tasks with extremely close attention to detail
- Plan and organize work effectively.
- Strong communication skills
- Strong problem solving and organizational skills
- Travel as needed
- Work as part of team
- Work independently with little direction or supervision

Certifications, Licenses and Registrations

Education Requirements

Min/Preferred	Education Level	Description
Minimum	4 Year / Bachelors Degree	in Marketing, Journalism or related field

Years Of Experience

Minimum Years of Experience	Maximum Years of Experience	Comments

5

in managing digital marketing platforms.
Experience with Adobe products a plus.

Work Experience

The work environment characteristics described below are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment

Physical Demands

Demand	Frequency
Sit; Use hands to finger, handle, or feel; talk and hear	Frequent
Reach with hands and arms	Occasional
Lift and/or move up to 10 pounds	Occasional
Close vision	Frequent
Travel	Occasional

Employee Acknowledgement

Staff Signature:

Date: