

workmatters®

Digital Marketing Assistant

At Workmatters, we believe that people who pursue God's purpose for their work can change the world. And we want to change the world to look more like God's kingdom. To do that, we have a big Vision: to equip one million leaders of faith across 10,000 companies by 2025. We have great content that equips leaders. We have strategic initiatives to drive that vision. We now need someone to help us connect all of those leaders of faith out there—from Virginia to Vancouver to Vietnam—to our content.

Do you have a passion for people and for learning new things you do not yet understand? Do you believe that AR, VR, and AI might just change the way we communicate with one another and interact with the brands we love? If so, Workmatters invites you to apply to be the new Digital Marketing Assistant. This is a part-time, hourly, entry-level position and reports to the Digital Marketing Manager. Together, you will plan and execute organizational social media strategy and marketing initiatives.

The Ideal Candidate

- You are a Christian who aligns with Workmatters values of faith, passion, excellence, relationships, and relevance.
- You are an avid follower of current events and are deeply intrigued by, even invested in, pop culture.
- You are an aggressive learner and take initiative to learn things you do not yet understand, whether they are new creative tools, technologies, or ideas.
- You are eager to use your creative strengths and are committed to data-driven decision-making.
- You are an early adopter of new and upcoming social media platforms, apps, trends, and ideas.

Role and Responsibilities

We believe that more people need to discover God's purpose for their work. Your role will be an important part of executing the marketing strategy vision, and growing our subscriber list through creative content promotion and social media marketing.

Community Management

- Onboard and welcome new members to the Workmatters Facebook Group.
- Interact with and provide customer support to Twitter followers.

Content Management

- Coordinate with the Digital Marketing Manager to research, set-up, and execute the social media strategy for our current social media platforms.
- Post Workmatters content to existing social platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, Vimeo).
- Populate and send email and Messenger broadcasts.
- Develop and curate useful content for recurring content, like executive speaker videos, blogs, Workplace Scripture, etc.
- Provide support email broadcasts and campaigns for various ministry areas and across the organization.

Content Creation

- Design digital graphics and images.
- Write copy for social media and email broadcasts.
- Design marketing collateral for email, web, social, and paid social.

Data and Analytics

- Update reporting dashboards to track efficacy of social media activity across multiple platforms.
- Assist in the creation of a Google Analytics Dashboard to track results across social media and broadcast channels.

Requirements

- Experience using Microsoft Excel
- Intermediate user of Adobe Photoshop, Illustrator a plus
- Experience with nonlinear video editing software
- Strong math, analytical skills
- Creative problem-solver
- Communication and presentation skills.
- Understanding of and interest in pop culture.

Preferred Qualifications

- Advanced Microsoft Excel user.
- Basic working knowledge of statistics
- Deep understanding of SEO principles and best practices
- Advanced user of Adobe Premiere (e.g. color correction, keyframing, etc.)
- Experience with HTML is a plus

General Information

- Workmatters is a non-profit, non-denominational 501(c)(3) ministry focused on closing the gap between faith and work. Our values are faith, passion, excellence, relationships, and relevance.
- This position is a part-time, hourly-paid position.
- This document is intended to describe the general nature and level of work to be performed. It is not intended to be an exhaustive list of all duties, responsibilities, and skills required.
- Performing the duties of this job will require the employee to walk; stand; sit; use hands; reach with hands and arms; balance; stoop; talk and hear. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Contact

Please submit resume and cover letter to Tim Holland, Digital Marketing Manager of Workmatters at tholland@workmatters.org. Workmatters will contact selected applicants.