



## CHICAGOLAND

### Digital Marketing Manager

#### **POSITION SUMMARY:**

World Relief is a unique and invigorating place to work. We are looking for talented, ambitious and collaborative people to come alongside our mission, vision and values as we partner with churches to empower the most vulnerable in the world. We hope these resources provide more insight into your hiring journey with us.

Do you dream about leveraging your digital experience to build a more welcoming community? Do you love creating impactful and inspiring experiences that move people to action? World Relief Chicagoland (WRC) connects digitally with thousands of people in a diverse supporter community in Chicago and beyond to move people to action and welcome and serve immigrants and refugees in vulnerable situations. As part of a vibrant Development Team, this role is key to building a movement of welcome in a digital world.

The Digital Marketing Manager is responsible for growing World Relief Chicagoland's overall marketing reach through social media, email marketing, the website, print marketing collateral, donor stewardship, and virtual campaigns and events by creating compelling communications, implementing innovative digital fundraising strategies, and supporting brand consistency throughout the organization. As a leader and strategist, this role works closely with the Director of Development, other local fundraising staff, the Executive Director, and communications and marketing staff throughout the World Relief U.S. network.

#### **ESSENTIAL FUNCTIONS:**

##### Marketing and Communications

- Develop and implement creative, data-driven digital campaigns to foster supporter engagement and call them to action
- Design quality, engaging digital marketing collateral that can be adapted to printed materials

- Ensure WRC branding and messaging are consistent and serve as an office-wide resource for branding and marketing needs
- Facilitate planning, creation, and implementation of digital marketing campaigns for acquisition and cultivation of new donors
- Manage the content calendar and lead digital content strategy
- Social Media
- Plan, develop, and create digital content for social media channels, including Instagram, Facebook, and Twitter
- Communicate with digital audiences across channels to answer questions and further engagement
- Grow WRC's social media audiences as part of a collaborative effort within Development Team

#### Donor Stewardship

- Steward donors in the assigned segment by acknowledging gifts and perform administrative follow-up using the donor tracking system (Raiser's Edge: NXT)
- Proactively identify and cultivate donors with potential for deeper levels of engagement

#### Website Management

- Manage content creation and updating of the website
- Retrieve engagement data to inform future planning and engagement strategy

#### Digital Events

- Lead the planning and implementation of digital events and the digital components of hybrid events

#### Team Engagement

- Collaborate with other Development Team members to grow funding, increase engagement, and build new partnerships
- Contribute to local fundraising and supporter engagement goals
- Assist in fostering a culture of philanthropy throughout the organization
- Serve as a liaison with World Relief's national Marketing Team and other offices in the WR network
- Other duties as assigned

## **KNOWLEDGE, SKILLS & ABILITIES:**

- Strong project management skills and experience
- Expertise in marketing and digital engagement strategies
- Ability to think strategically about messaging and donor engagement
- Ability to manage multiple projects simultaneously and prioritize, delegate, and execute tasks efficiently and accurately
- Data-driven and curious mind
- Excellent writing and editing skills
- Fluency in major social media platforms and aware of current and rising industry trends
- Experience with social media management system (Gain, Sprout Social, etc.)
- Experience with digital marketing tools (Mailchimp, Luminato, texting services)
- Experience with graphic design programs (Canva, Adobe Creative Suite, or similar)
- Experience with CRM (Raiser's Edge preferred)
- Experience with digital event platforms (Zoom, Teams, etc.)
- Proficient in Microsoft Office suite
- Self-starter with the ability to plan and implement new ideas
- Strong team orientation, able to collaborate well with others, share ideas openly, and adapt plans based on input of others
- Ability to flex schedules to meet demands of occasional evening or weekend meetings
- Strong proactive approach to both work tasks and interpersonal communication
- Positive, professional, donor-oriented interpersonal skills
- Comfortable in a fast-paced, often-changing environment; able to adapt to changing realities
- Cross-cultural understanding and sensitivity; commitment to telling stories that empower and invite stakeholder participation and maintain confidentiality
- Interest in and passion for issues impacting immigrants and refugees

## **REQUIREMENTS:**

- Personal Christian faith and a heart for service to people in vulnerable situations
- Committed to the mission, vision, and values of World Relief
- Four or more years digital marketing and communications experience

## **PHYSICAL DEMANDS:**

The physical demands described here 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.

- While performing the duties of this job, the employee is required to have ordinary ambulatory skills sufficient to visit other locations
- The ability to stand, walk, stoop, kneel, crouch, and manipulate (lift, carry, move) light to medium weights of 10-15 pounds
- Requires good hand-eye coordination, arm, hand and finger dexterity, including ability to grasp, and visual acuity to use a keyboard, operate equipment and read application information
- The employee frequently is required to sit, reach with hands and arms, talk and hear

#### **WORK ENVIRONMENT:**

- General office setting
- Great lengths of time working on computer, reading from computer screen, entering information, standing at copier or fax machine, and some time on the phone or in skype meetings may be required
- Year-end archiving activities involve repeated lifting and bending
- Physical, emotional and intellectual demands
- Equipment used: Employee computer (desktop or laptop), printer, and copier
- All of the above duties and responsibilities are essential job functions subject to reasonable accommodation. All job requirements listed indicate the minimum level of knowledge, skills and/or ability deemed necessary to perform the job proficiently. This job description is not to be construed as an exhaustive statement of duties, responsibilities or requirements. Individuals may be required to perform any other job-related instructions as requested by their supervisor, subject to reasonable accommodation. This position description is not all-inclusive and is always under review.

#### **World Relief offers a competitive benefits package (25 hours + per week):**

World Relief contributes to monthly premiums:

- Medical
- Dental

Additional Benefits:

- Offer 16 Paid Holidays!

- Vision
- Offer Paid Sick and Vacation Leave
- Paid Maternity & Paternity Leave
- Parental Leave
- FSAs: Medical & Dependent Care, & Commuter Funding
- Supplemental Life Insurance (employee, spouse, and children)
- Fully Remote Work Option

World Relief pays 100% for eligible employees:

- Group Term Life (employee, spouse, and children)
- Long Term & Short-term Disability
- Accidental Death and Dismemberment (AD&D)
- Long Distant Travel Insurance
- Employee Assistance Program (EAP)

World Relief - Retirement:

- 401K & Roth
- WR matches up to 4%, then an additional quarter percent up to 10%
- Eligibility: Full Time is eligible after 3 months of employment. Part time is eligible after 1000 hours in a year

World Relief Discounts (Immediately Eligible):

- Verizon
- Pet Insurance through Nationwide
- Home and Auto insurance through Liberty Mutual

We are proud to be an EEO/AA employer M/F/D/V. We maintain a drug-free workplace and perform pre-employment substance abuse testing.

For World Relief staff, strong commitment to the mission, vision, and values of World Relief is essential, and Christian faith is a prerequisite for employment, based upon United States federal guidelines provided in Title VII of the Civil Rights Act of 1964.

Legal Background in the United States

World Relief is both an equal opportunity employer and a faith-based religious organization. This means that we conduct hiring without regard to race, color, ancestry, national origin, citizenship, age, sex, marital status, parental status, membership in any labor organization, political ideology, or disability of an otherwise qualified individual. The status of World Relief as an equal opportunity employer does not prevent the organization from hiring staff based on their religious beliefs, so that all staff share the same religious commitment.

Pursuant to the Civil Rights Act of 1964, Section 702 (42 U.S.C. 2000e 1(a)) World Relief has the right to, and does, hire only candidates who agree with World Relief's Statement of Faith.

[Stand with the Vulnerable](#)