



JOB DESCRIPTION

Rev. 01/30/12

Digital Marketing Specialist

Emphasis: Social Media | Web Technologies

(32 hours/week)

I. Primary Function:

The Digital Marketing Specialist supports Lyngblomsten's marketing efforts with primary responsibility for the technical implementation of web-based initiatives resulting in a robust online presence for the organization and high engagement levels with target audiences.

II. Authority:

Reports to the Director of Marketing Communications & Church Relations.

III. Primary Responsibilities:

For our online community, the Digital Marketing Specialist helps carry forward Lyngblomsten's mission through executing digital marketing strategies/social media initiatives that both reflect and promote the goals and ministry of Lyngblomsten.

This includes:

- Lead the deployment of technology tools that advance our digital marketing/social media goals
- Implement strategies/tools for digital/online communications such as blogs, e-newsletters/e-publications, videos, and webinars
- Oversee functionality of the Lyngblomsten web site and content management system on a day-to-day basis, ensuring content is updated as needed and keeping within brand, messaging, and legal guidelines
- In alignment with strategic objectives, help develop new online resources for Lyngblomsten constituents
- Lead SEO efforts to help drive brand awareness and web site activity
- Grow Lyngblomsten's online community/presence
- Provide technical support for web-related technologies, including as-needed problem-solving with participants having technical problems with our digital platforms
- Help develop and document best practices/guidelines for staff users/content contributors (e.g. for blogging)
- Assist with tracking our online performance indicators
- Stay on top of social media trends and technologies; research emerging social media tools/trends
- Manage digital assets (web, e-newsletters, social networking, e-bulletin board, videos, etc.)
- Assist with generation of content for news blogs, Facebook, Twitter, YouTube, online ads, etc.
- Research new channels and assist in developing plans that will maximize our online presence, driving web traffic and dramatically increasing monthly unique visitors as well as interactions with constituents
- Support business and editorial goals by scheduling communications to drive fan and followers interactions (quizzes, contests, surveys, etc.)
- Teach/Coach staff how to use social media tools to promote their programs or events; monitor for appropriate use and function
- Oversee online transaction tools and processes
- Prepare photos, PDFs, and other assets for web use

continued

- Assist with developing an overall strategy and protocol for managing online relationships (e.g. gathering/maintaining/using email addresses of Lyngblomsten constituents)
- Monitor traffic and enter data for tracking daily, monthly, and annual statistics
- Monitor online mentions of Lyngblomsten; respond accordingly
- Ensure that the corporate brand is integrated/properly placed within social media/digital marketing strategies
- Perform keyword research to help inform and develop content strategy for search optimization
- Maintain a high level of awareness of Lyngblomsten programs, activities, events, and human interest stories in order to achieve appropriate and timely communications and publicity
- Assist with branding and other marketing communication strategies for the organization as a whole as well as for individual program/service areas
- Assist with the Marketing Communications and Church Relations Departments' events/projects
- Uphold the Lyngblomsten brand (mission/principles/pillars) as described on page 3
- Perform other duties as assigned/directed

IV. Qualifications/Skills/Experience:

- A. B.A./B.S. – preferably in marketing or technology/computer science
- B. 1-3 years of successful digital experience at an interactive, communications, public relations, and/or marketing agency
- C. Advanced knowledge of web technologies and social media tools and practices
- D. Experience with designing/developing/managing web sites (preferably with Drupal), blogs (preferably with WordPress), and e-newsletters/e-publications
- E. Knowledge of SEO, ranking factors, and search engine marketing fundamentals
- F. Knowledge of web analytics, online tracking and monitoring tools
- G. Experience with social networking, online advertising, and email marketing tools
- H. Experience with building a brand using social tools like Facebook, Twitter, YouTube, and Google+
- I. Ability to translate key messages into conversational messages for constituents
- J. Effective troubleshooting and problem-solving skills, incl. dealing effectively with complaints, suggestions, web issues, etc.
- K. Excellent written and verbal communication skills
- L. Knowledge of graphic design principles
- M. Ability to work on multiple projects with overlapping deadlines—prioritize and organize
- N. Desire to interact with others and ability to work as part of a cross-functional team
- O. Compassion for the elderly and concern about older adult issues
- P. High degree of accuracy and attention to details
- Q. Ability to interact professionally and communicate effectively and sensitively with older adults, their families, volunteers, and co-workers
- R. Flexibility and tolerance with scheduling demands and overlapping deadlines

PREFERRED/EXTRA SKILLS & EXPERIENCE:

- 1+ years real-world CSS, HTML, PHP and Drupal development experience
- Podcasting, videocasting, and/or webinar technology support
- Development and implementation of Facebook applications
- Online advertising (e.g. Google AdWords)
- Video creation/editing experience (esp. with Adobe Premiere)
- Graphic design experience (esp. with Adobe Creative Suite)

V. The Lyngblomsten Brand:

The Digital Marketing Specialist must uphold the mission and support the Lyngblomsten brand, as described below:

Our Mission:

Influenced by Christ, Lyngblomsten provides a ministry of compassionate care and innovative services to older adults in order to preserve and enhance their quality of life.

Our Guiding Principles:

For our *participants*, Lyngblomsten promotes dignity through informed choices for living options, respecting individuality, and orchestrating the best life possible.

For our participants' *families*, Lyngblomsten supports their needs through careful listening, traveling alongside them as they walk the journey with their loved ones.

For our *employees*, Lyngblomsten strives to foster an environment that encourages compassionate caregiving, innovative thinking, problem-solving, and opportunity seeking.

Through our *community* of donors, volunteers, and corporate congregations, Lyngblomsten encourages the individual to live one's personal ministry by enhancing the lives of older adults.

Our Pillars:

- Influenced by Christ
- Innovation & Leadership
- Resources & Support
- Person-Centered & Dignity-Enhancing Experiences
- Engaged Lifestyle

VI. Safety and Physical Demands:

Lyngblomsten strives to create and maintain safe conditions for employees, residents/tenants, volunteers, and visitors. All employees are to be aware of total facility and department safety and emergency procedures, as well as be responsible for anticipating and eliminating potentially hazardous conditions and situations.

PHYSICAL DEMANDS

These physical demands may be modified if a reasonable accommodation can be found that does not create an undue hardship to Lyngblomsten.

A. In an 8-hour work day, the Digital Marketing Specialist must be able to:

1. sit 5 to 7 hours
2. walk/stand 1 to 3 hours

B. The employee's job requires occasional (1% to 33% of 8-hour day):

1. squatting
2. bending and stooping
3. crouching
4. reaching above shoulder level
5. kneeling
6. pushing and pulling

C. The employee's job requires lifting/carrying:

1. up to 10 lbs. Frequently 2. 11 - 25 lbs. occasionally

D. The employee's job requires use of the right and left hands for repetitive actions such as:

1. simple grasping 2. firm grasping 3. fine manipulation 4. keyboarding

VII. Acceptance:

I have read the preceding Job Description and physical demands. I fully understand the contents and shall perform these duties to the best of my ability.

SIGNATURE of EMPLOYEE

SIGNATURE of SUPERVISOR

DATE _____

DATE _____