

## Job Posting

*The Marketing Communications Department at Lyngblomsten is hiring for the position listed below.*

**Apply:** Send cover letter, resume, and 2–3 examples of successful digital campaigns you have led (link to online portfolio acceptable) to Sam Patet at [spatet@lyngblomsten.org](mailto:spatet@lyngblomsten.org).

**Note:** No phone calls or drop-ins, please. Position is open until filled.

**About:** Lyngblomsten is an award-winning Christian nonprofit organization serving older adults through healthcare, housing, and community-based services since 1906. Join our compassionate team, touch lives, and make a difference! Learn more at [www.lyngblomsten.org](http://www.lyngblomsten.org).

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### Digital Marketing Specialist (40 hours/week)

The Digital Marketing Specialist (DMS) is an integral member of our multidisciplinary marketing communications team. The DMS is responsible for coordinating and producing all aspects of using technology to advance our digital marketing, web, social media, and multimedia initiatives. The DMS will produce a wide range of digital content that supports the organization's marketing communication strategies.

#### Key Responsibilities:

- Implement web-based components of Lyngblomsten's marketing communications efforts, including overseeing and maximizing functionality and content of our websites.
  - Key tasks as webmaster include working with content primarily developed in-house and ensuring its timely addition to the website, refreshing content on a regular basis, coordinating with multidisciplinary team members on development of new sections, and improving existing sections of websites.
  - Maximize SEO for all website content and help grow online presence.
- Advise on and implement online advertising campaigns, including with Google Ads and Facebook ads.
- Manage all aspects of email marketing/publicity efforts, including list creation and management, campaign setup and deployment.
- Monitor analytics and provide reports for all digital channels, including websites, email campaigns, and digital advertising.
- Assist with the creation and management of social media content.
- Advise on video strategy for marketing and storytelling.
- Research the latest technologies, best practices, and trends in digital marketing, websites, and digital advertising, and advise the team accordingly.

**Desired Skills & Experience:**

- Degree or certificate in a related field (e.g., marketing, digital media/arts) and minimum of 2 years relevant professional experience.
- Experience with basic HTML and CMS, ideally Concrete5 and WordPress.
- Knowledge of SEM/SEO best practices and trends and experience optimizing web content accordingly.
- Experience with Google Analytics. Ability to make strategic recommendations for website improvements.
- Experience creating, managing, deploying, and analyzing email campaigns for marketing, communications, and/or fundraising, ideally using Mailchimp.
- Experience in a marketing role, including deploying and managing paid online advertising.
- Experience creating and managing social media content for businesses.
- Knowledge of video strategy and digital photography and their use in the digital domain.
- Detail-oriented with the ability to take on multiple projects while consistently meeting deadlines.
- Excellent writing and editing skills.

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