

Title: Digital Marketing Manager

Reports to: Marketing & Sales Director

FTE: full time, salaried

Location: Harrisonburg, Virginia, preferred but open to remote location



MennoMedia Priorities

MennoMedia is the publishing arm of Mennonite Church USA and Mennonite Church Canada. We exist to engage and shape church and society with resources for living Christian faith from an Anabaptist perspective. We do this through various print and electronic media, including books, curriculum, periodicals and videos. Our trade book division publishes books under Herald Press; our Third Way website targets a broad audience interested in following Jesus.

Position Summary: This person is responsible for overseeing the MennoMedia, Herald Press, and Third Way digital marketing strategy, digital marketing and sales efforts, and the ongoing development and maintenance of organizational websites and electronic data as related to products and partners.

Responsibilities

1. Create and implement MennoMedia's digital sales and marketing strategies in conjunction with senior management.
2. Develop and oversee digital sales and marketing efforts.
3. Oversee the development, maintenance, and enhancement of various MennoMedia, Herald Press, and Third Way websites.
4. Act as liaison between MennoMedia and outside web developers and other vendors related to data.
5. Responsible for all digital data feeds to trading partners, as well as the maintenance of that data.
6. Responsible for the distribution of audio and ebook files to various trading partners.
7. Research emerging web development practices/technology and participate in long-range planning for the development of the website, evaluating new systems and methodologies.
8. Implement benchmarks and interpret results for tracking site usage; recommend changes based on results; and provide detailed monthly and quarterly results overviews to senior management.
9. Monitor and supervise all SEO-related activities, working closely with key players in each product area to ensure that all products are tagged correctly and site is optimized.
10. Analyze data from online marketing campaigns, such as user response, website conversions, feature usage, attrition rates.
11. Participate in product design, marketing and inventory management teams.
12. Communicate daily about MennoMedia products through phone calls, blogs, Twitter, Facebook, Instagram, and other communication forms.
13. Create and place ads; create marketing copy and press releases.
14. Manage and update product descriptions in-house and for external vendors such as Amazon.

Qualifications Required

- Bachelor's degree or equivalent from a four-year college or university, ideally with two years relevant experience or an equivalent combination of education and experience.
- Experience with the use of electronic media, with Internet analytics to maximize social media platforms, and with current multimedia technology, including experience formatting web pages and streaming video. An understanding of metadata is preferred.
- Proficient in Microsoft Office and HTML, with experience in Word Press preferred.
- Strong teamwork and communication skills required to work effectively with staff, business partners, nonprofit clients, and outside vendors to deliver final product within project timelines and budgets.
- Organized and self-motivated, with the ability to prioritize and meet deadlines.

Organizational Fit

- Passion for sharing Anabaptist Christian values with the church and the world.
- Knowledge of or willingness to work within Mennonite and related Anabaptist business and church culture.
- Committed to Jesus Christ and participating in a local congregation.
- Committed to Mennonite Church emphases in such areas as Christian formation, witness, service, peace, stewardship, anti-racism and church planting in many cultures.