

**Christian Reformed Church in North America (CRCNA)
World Renew**

Position Description

Position Title: Program Associate, Marketing/Communications/Digital
Department: Constituency Relations (CORE) Team
Reports To: Program Manager, Digital Marketing and Communications
Status: 100% FTE, non-exempt
Salary Level: 9

PURPOSE:

Implement the digital, marketing and communications strategies so that World Renew's constituents are inspired, educated, and motivated to ever increasing levels of partnership thus supporting the vision and mission of the CORE team and World Renew.

ESSENTIAL DUTIES and RESPONSIBILITIES:

1. Plan, implement, trouble shoot, and evaluate annual on-line gift catalog campaign, coordinate with gift catalog project manager and contract writer to maximize online revenue
2. Resolve internal website, online giving, and social media requests; uploading website and social media content, trouble shooting functionality issues, and making online giving updates
3. Plan, implement, and evaluate Instagram and Twitter strategies, improving results based on analysis; support additional social media content development
4. Maintain World Renew's email house file, Free A Family email lists, and country newsletter email lists, removing unsubscribes and adding new subscribers; set up and maintain new segmented lists as needed
5. Create and maintain World Renew's on-line donation pages, reviewing regularly to ensure current donation options are listed; set up and maintain campaign donation forms as needed
6. Perform website content and functionality updates, ensuring web page content and website links are current and accurate
7. Create and keep current gift acknowledgement pages and e-mails
8. Manage World Renew's digital assets library, upload and tag photography, audio, and video clips; process digital asset submissions and requests
9. Research emerging trends in website and social media design, email marketing, online giving, and social media; make testing recommendations
10. Perform other duties as assigned

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Able to respect and support the mission, vision and values of the CRCNA
2. Committed to Jesus Christ and able to recognize this position as one that contributes to the work of God's kingdom
3. Committed to working towards gender equality in all aspects of our programming, plans, policies and organizational structure
4. Demonstrated commitment to promote a work environment that values diversity and equality, as well as have respectful relationships with others

5. Excellent interpersonal communication skills with a demonstrated ability to accomplish work goals through collaboration
6. Disciplined, self-motivated work style, proactive
7. Possess well developed creative and organizational skills with excellent attention to detail
8. Possess well developed writing skills with thorough knowledge of correct grammar, punctuation, spelling, and general business English skills is essential
9. Experience using various social media platforms
10. Advanced computer skills in current Microsoft Office products as well as Adobe Suites Programs
11. Well-developed understanding of computer coding and content management system (CMS) is a definite asset
12. Photography and photo-editing skills are an asset

SUPERVISORY RESPONSIBILITIES:

Supervise interns as needed

EDUCATION and/or EXPERIENCE:

1. Bachelor's degree is preferred, in digital marketing or multi-media communications is preferred
2. At least two years of work experience in digital marketing or multi-media communications is required and web design experience is preferred

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.

Travel within Canada and the USA for occasional meetings, which may involve overnight stays.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those the employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Occasional local and cross border travel is required.