Position Profile

Digital Marketing Specialist

The Organization

Cross International, founded in 2001, is a Christian international non-profit working to mobilize the global Church to transform the poor and their communities materially and spiritually for the glory of Jesus Christ. Cross International is poised to take a leap into becoming a significant global agent in this area and seeks an experienced and talented fundraising professional who loves the poor and embraces the privilege of serving “the least of these.”

Our Vision

All Christians around the world united in overcoming material and spiritual poverty

Our Mission

We empower the Body of Christ to transform the poor and their communities physically and spiritually for the glory of Jesus Christ

Who We Are

At Cross we submit our work to God, seeking His inspiration and leading in everything we do. At our corporate headquarters in South Florida, this is a part of our daily routine. We begin each workday gathered together to focus on our faith and look to our true leader: Jesus Christ. Each morning a different staff member takes a turn leading the entire staff in prayer and devotions. Alternating inspirational activities the rest of the hour.

Our Core Values

Faith, Joyful Service, Mutual Respect, Partnership, Empowerment, Leadership, Integrity
Cross International
Digital Marketing Specialist

Position Title: Digital Marketing Specialist
Department: Advancement
Reports to: Senior Marketing Manager

Position Summary:
Reporting to the Senior Marketing Manager this role will provide support to the Advancement (Marketing and Development) department. The role requires a proactive, resourceful and collaborative digital champion. Working collaboratively with staff and cross functional teams, as well as outside vendors, the Digital Marketing Specialist is able to prioritize tasks effectively and ensure tasks are accomplished in a timely manner and in line with overall objectives and plans.

Knowledge and Required Competencies:

- Entrepreneurial and self-motivated, able to handle multiple tasks simultaneously.
- Highly collaborative; ability to work independently and as part of a team.
- Proven experience with graphic design for digital channels, InDesign and Photoshop experience a must.
- Proven experience with Wordpress for Front End Web Development
- Proven experience with organic and paid social (Facebook and Instagram a must, YouTube, LinkedIn and Twitter, a plus)
- Experience with Mailchimp or similar email platforms
  - Knowledge of email privacy laws and best practices
- Solid understanding of digital marketing channels and performance metrics, including Google Analytics.
- Experience with writing for SEO a plus
- Bachelors degree in marketing, communication or business administration
- Minimum of 5 years in a marketing role
- Outstanding communications skills, ability to collaborate with others, sense of urgency, nimbleness, creative thinking and personal integrity
- Highly organized and action-oriented approach to developing and executing marketing and communication strategies
Essential Responsibilities:

- **Front End Web Development**
  - Keep website up to date in Wordpress, working with the Senior Marketing Manager to ensure pages are updated in a timely manner and in line with brand standards and gaining approval from management before making live
  - This includes creating and designing pages, minimal copywriting may also be needed, but would be collaborative with Senior Marketing Manager and potentially others on the team

- **Graphic Design**
  - Design all digital display ads for the organization and other assets as needed adhering to brand standards, gaining final approval from management on all designs

- **Email Design**
  - Design all email templates in a timely manner according to brand standards, using email schedule in marketing calendar as a guide. May also be responsible for deploying emails.

- **Manage organic social calendar**, ensuring content adheres to brand standards and is scheduled according to the content focus periods in our annual marketing calendar

- **Handle social community management on Facebook and Instagram initially, but may extend to additional social platforms**
  - Ability to respond appropriately in English and Spanish a plus – some responses may require timely collaboration with management and/or other departments to ensure the correct information is communicated

- **Paid Search and management of Google Grant Campaign may be added to responsibilities for the right candidate**

- **Steward and champion the brand’s look and feel across all digital expressions of the brand, ensuring continuity across platforms**

- **Serve as a backup support for pulling email lists and other CRM data support related to digital**

- **Additional responsibilities may be added depending on the candidate’s experience and expertise**

**Educational or Certification Requirements:**

- Bachelor’s Degree, preferably in business, marketing or a related field

**General Requirements:**

- Is a person of committed Christian faith
• Will be an active member/attender of a local Christian church and is a contributing part of a local body of believers.
• Minimum of 5 years of relevant experience in digital marketing
• Has a deep desire, a calling, to serve the world’s poor
• Is eager to participate in the active Christian community at CI
• Excellent communication skills, both written and oral; ability to influence and engage a wide range of donors and cultivate long-term relationships.
• Must be a positive, adaptable team player, who is not discouraged by or afraid of change and constant optimization for growth
• Strong project management skills. Able to balance competing priorities, complex situations, and tight deadlines.
• High energy and passion for CI mission is essential
• Ability to work both independently without close oversight, but also a team player who can take direction and will productively engage with others at varying levels of seniority within and outside Cross International.
• Is a person who has a sense of humor and enjoys co-workers and the work place.
• Residence will be in the Cross International headquarters area in South Florida, or one of the surrounding communities, understanding that this is a remote based position for the foreseeable future. That may or may not change depending on the situation.

For more information about Cross International visit our web site at https://crossinternational.org