

## Dept Manager, Digital Channel

Mission Aviation Fellowship (MAF), a Christian nonprofit organization founded in 1945, is seeking people who share our passion for seeing the Great Commission carried out near and far. MAF operates globally, but its headquarters are located in Nampa, Idaho. As a part of this organization, this position is a vital part in bringing the Gospel, healthcare, education, disaster relief, food and clean water to isolated people in developing countries.

### A Brief Overview

The Digital Channel Manager plays a pivotal role in advancing the mission and goals of our nonprofit organization by strategically managing and optimizing our online presence. This position focuses on leveraging digital channels for marketing and fundraising efforts, ensuring effective communication with our audience, and driving engagement that leads to increased support and donations as an essential part of the work of MAF so that the Gospel is proclaimed and God's Kingdom is extended.

### Essential Duties

- Digital Marketing Management (40%)
  - Updates site content with organizational data, such as key marketing documents, newsletters, annual reports, strategic plans, field stories, fact sheets, etc.
  - Oversees the creation, curation, and optimization of content and media for various digital channels in collaboration with creative team members
  - Moderates/reviews content of staff web pages and works with other departments to maintain organizational standards
  - Tests integrity of links and ensures all external links from websites are functioning
  - Spearheads regular website redesign and recommends enhancements
  - Leads and manages testing and optimization to improve performance of web campaigns, donation forms, emails, etc.
  - Spearheads and facilitates new and existing interaction website functions to increase interaction and traffic growth
  - Leads and provides expectations and daily management instruction in collaboration with coordinator for social network platforms
  - Serves as strategic lead to web team about new media and future developmental plans and online trends
  - Provides web development support and training to other departments for external website
  - Serves as expert on web development, donor database, and social network tools
  - Manages and oversees electronic communication platforms with organization supporters/donors and the general public
  - Provides tactical advice and support on organizational electronic mailings
- Digital Strategy Development (30%)
  - Leads digital strategy alongside Director of Marketing and provides development and marketing planning to fundraise for the organization
  - Identifies key digital channels and platforms to reach target audiences effectively
  - Implements and maintains strategies based on department outcomes and priorities
  - Tracks and measures key performance indicators for digital strategies and properties
  - Manages ad platforms, implementation, strategy, and reporting to optimize and improve ROI
- Reporting and Administration (15%)
  - Writes and updates timely response procedures for each campaign and website strategy

- Maintains contract and subscriptions for necessary software stack and provides invoices for essential platforms, plugins to admin for account charges
- Collaborates with inter-department personnel
- Ensures utilization of appropriate motivation and appeal designation codes
- Produces regular reports and analyses; provides to Director as needed
- Maintains statistical and motivational code tracking for each e-mail sent
- Management (15%)
  - Manages multimillion dollar digital budget which includes income and expenses for platforms, media spending, tech stack, etc.
  - Manages Social Media Coordinator and web development personnel or partners to ensure projects and work align with needs.
  - Manages processes and standards for digital team
  - Assigns projects and tasks to other members of the web team

### **Qualifications**

- Bachelor's degree in Digital Marketing or Web Development or equivalent combination of education and experience preferred.
- 3 years developing and maintaining websites specifically wordpress
- 3 years javascript, HTML, CSS
- 2 years email development and strategy
- 3 years management and leadership
- 1 year business or nonprofit fundraising experience
- 1 year CRM experience
- 2 years managing secure hosting platforms and sites

### **Competencies**

- Identifying what needs to be done and takes action before being asked or the situation requires it
- Identify, develop, or evaluate digital marketing strategy, based on knowledge of objectives, market characteristics, and ROI.
- Fostering Teamwork
- Fostering Innovation
- Oral/Written Communication
- Thoroughness
- Weighs the costs, benefits, risks, and chances for success, in making a decision
- Detail-oriented
- Carefully weighs the priority of things to be done

### **Skills**

- Advanced skill in site management tools, database management, content management, optimization and automation tools
- Intermediate ability in translating layouts to electronic medium
- Basic skill in Adobe Suite
- Intermediate skill in Adobe Acrobat
- Advanced knowledge/understanding of HTML, CSS, and JavaScript
- Intermediate knowledge/understanding of web best practices: UI/UX, conversion, funnel tracking, analytics and reporting
- Intermediate knowledge/understanding of Google Analytics and data studio
- Intermediate knowledge/understanding of Wordpress and PHP development

## Physical Requirements

- Frequent sitting.
- Occasional kneeling, crouching, crawling, standing, walking, and stooping.
- Lifting, carrying, pushing, and pulling of up to 25 lbs.
- Requires accurate vision, hearing, and fine motor skills.

MAF offers a competitive benefits package which includes affordable and rich medical (basic or HDHP), dental and vision insurance; vacation and sick leave accrual begin at date of hire; ten paid holidays per year, plus two personal days; 403(b) plan with up to 5% employer match; paid parental leave; life insurance; both short and long-term disability. Total Rewards package increases the base salary by an average of ~\$35,000 per staff member.

MAF is committed to creating and maintaining a work environment free from any form of unlawful discrimination or harassment. As a faith-based religious organization pursuant to the Civil Rights Act of 1964, Section 702 (42 USC @2000e), MAF has the right to and does solely hire candidates who agree with our Statement of Faith and agree to abide by our Standards of Conduct.

MAF seeks to create a workplace that is intentional about Kingdom Inspired Diversity. Our commitment to our employees extends to their opportunities for personal and professional growth and development. We will make reasonable accommodation for qualified individuals with known disabilities, unless doing so would result in undue hardship to the organization.