



# Watermark Resources Digital Marketing Manager Job Overview

Qualifications for employment at Watermark include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark, and having a work history and a lifestyle that are consistent with biblical principles. Must be an existing Member of Watermark or willing to become one.

**JOB TITLE:** Watermark Resources Digital Marketing Manager

**FLSA STATUS:** Exempt

**DEPARTMENT:** Resources

**TIME REQUIREMENTS:** Full Time

**REPORTS TO:** Watermark Resources Director of Marketing

**CLASSIFICATION:** Non-Ministerial Role

**STAFF MISSION STATEMENT:** Inspiring and equipping every Member to live a life of full devotion to Christ.

**POSITION SUMMARY:** This role is responsible for the implementation and management of all digital properties related to Watermark Resources' national ministries, conferences, and leadership content. This includes websites, email, social, marketing automation platform (HubSpot), mobile apps, paid ads, and SEO/analytics.

## ESSENTIAL SKILLS & EXPERIENCE:

- 2+ years of experience in digital marketing implementation or channel management
- Familiarity with the digital ecosystem, websites, social media platforms, email, SEO, UX, and analytics
- Excels at prioritizing workload, meeting deadlines, and managing many projects simultaneously
- Detail-oriented and excellent organizational skills
- Aptitude to quickly learn, via self-teaching, new technology tools related to communications and marketing
- Strategic thinker
- Thrives in a fast-paced environment, working on multiple initiatives simultaneously
- Proficiency with project management software and organizational tools like Asana (or similar)
- Thrives on follow through

## POSITION RESPONSIBILITIES:

- Overall implementation and execution of strategy on the Watermark Resources digital platforms, including:
  - Websites ([WatermarkResources.com](https://www.WatermarkResources.com), [reengage.org](https://www.reengage.org) and [regenerationrecovery.org](https://www.regenerationrecovery.org))
  - Social media, including paid ads
  - Podcasts
  - Email (via HubSpot and MailChimp)
  - Marketing Automation (via HubSpot)
- Support digital initiatives by analyzing data, identifying trends, and using insights to help optimize campaigns and drive growth
- Daily work in our Marketing Automation Platform (HubSpot), implementing content into various channels, setting delivery dates, monitoring key performance indicators, etc.
- Implementation of all content into mobile apps
- Implementation of web strategy and tracking of key analytics
- Keeping a close watch on website analytics, making recommendations based on observations
- Implementation of our SEO strategy through identifying critical keywords to reach target audiences, managing website tags, and more
- Overall execution and administration of our paid social and paid ad campaigns, speaking into the strategy alongside the Watermark Resources Director of Marketing
- Analysis of the performance of each campaign on each individual channels, while continually making suggestions and tweaks to improve overall effectiveness

**DIRECT REPORTS:** N/A

**MARKERS OF AN IDEAL CANDIDATE:**

- Technologically proficient
- Strategic
- Detail-oriented
- Servant-hearted
- Works well on a team
- Thrives in a fast-paced environment
- Can juggle multiple projects at the same time
- Adaptable

*Job description not final. The position will be shaped around the giftedness and passions of the individual.*