



Digital Strategy Director 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: Digital Strategy Director

FLSA STATUS: Exempt

DEPARTMENT: Communications

REPORTS TO: Senior Director of Communications

POSITION SUMMARY: Responsible for the communications strategy of Watermark digital media platforms.

- Collaborate with Channel Managers, Communication Coordinators, and Development/IT Team to ensure a cohesive brand presence and experience.
- Strategize, oversee, and implement (as needed) how digital communication channels are being used to effectively deliver communication messages and advance communication priorities.
- Proactively guide innovation, optimization, organization, and creativity of online presence.

SPIRITUAL GIFTS: Leadership, Discernment, Organization

POSITION RESPONSIBILITIES:

- In collaboration with various teams, oversee the communication strategy for Watermark's digital platforms including:
 - Website & app
 - Social Media, including YouTube and paid ads
 - Podcasts
 - Blog
 - Email
- Shepherd and lead digital channel managers (social media, blog, email) – overseeing the strategy for each channel
- Approve all social media content and campaigns as needed; ideate social media campaigns alongside social media channel manager
- Direct podcast efforts to organize, optimize, create a standard of guidelines, and promotion plan
- Collaborate with Communications Coordinators on digital promotion recommendations for integrated campaigns
- Consult with individual ministries on utilization of digital platforms to reach their goals and fit in the macro communications strategy
- Work with Channel Managers and/or development team to create channel standards, analyze analytics to optimize effectiveness, promote creativity, and drive for innovation
- Direct email campaign (MailChimp, ROCK) efforts to ensure we are effectively leveraging email platforms from a communications standpoint
- Determine communication strategy for platform updates such as roll-outs or redesigns of websites, apps, podcasts, emails, etc. and consider how all platforms work together for communication goals
- Create a unified cross-channel online presence for 1) Watermark master platforms and 2) ministry platforms

ESSENTIAL SKILLS AND EXPERIENCE

- 5+ years of experience in digital marketing; Bachelor's Degree in related field (advertising, marketing, digital media, etc.)
- Familiarity with the digital ecosystem, websites, social media platforms, email, SEO, UX, and analytics
- Adaptable and able to keep up to date with digital media trends and advancements in technology

MARKERS OF AN IDEAL CANDIDATE

- Player/coach mentality – able to direct, but also implement (depending on the task)
- Passionate about Watermark and the broader Church
- Must be a Watermark Member or willing to pursue membership at Watermark
- Excellence in forward thinking, critical thinking, innovation, and strategy
- Soft skills: Flexible, positive, detail-oriented, good communicator, works well on a team, thrives in a fast-paced environment, can juggle multiple projects simultaneously