

SOCIAL MEDIA/MARKETING COORDINATOR



HOPE FOR THE HEART IS A NON-PROFIT CHRISTIAN MINISTRY WITH A MISSION TO EQUIP PEOPLE WITH BIBLICAL PRINCIPLES TO RENEW LIVES, RESTORE FAMILIES, REVITALIZE CHURCHES AND REPRODUCE INFLUENCERS-WORLDWIDE. TO ACCOMPLISH THIS MISSION WE PRODUCE RADIO BROADCASTS, BIBLE-BASED COUNSELING RESOURCES, PROVIDE TRAINING ON PEER-TO-PEER BIBLICAL COUNSELING, DISCIPLESHIP AND LEADERSHIP DEVELOPMENT.

HOPE FOR THE HEART OFFERS A SMOKE-FREE, DRUG-FREE WORKPLACE WITH AN ATMOSPHERE OF GENUINE CARE, SUPPORT AND LOVE THROUGH JESUS CHRIST; MINISTERING TO ONE ANOTHER AND ALL WHO SEEK HELP AND HOPE.

Location: The Hope Center - Plano, Texas

Department: Marketing

Type of position: Full-time, Exempt

Reports to: VP Marketing/Communications

Position Summary: The Social Media/Marketing Coordinator will manage all Social Media activity to support traditional and digital marketing strategies, increase brand awareness, promote HFTH events and products, and increase sales and interest of our ministry mission and vision. This position will also be responsible for the project management and execution of certain marketing initiatives as assigned.

Major Elements:

➤ SOCIAL MEDIA MANAGEMENT:

Develop and maintain editorial calendar of Social Media content postings. Create and schedule Facebook paid advertising posts.

- **Creativity:** Ability to determine digital needs and develop creative solutions that satisfy and exceed marketing objectives.
- **Quality Control:** Ability to design and produce quality digital marketing solutions that operate and deliver as intended with the highest level of operational dependability.
- **Student of Technology:** A passion for emerging technologies, new interaction styles and perfection in visual design and interactive audience engagement.
- **Resourcefulness:** Ability to be a creative thinker, problem solver who takes responsibility for his/her work.
- **Ensure Timely Responses:** Work with Director of Care Center for specific Social Media responses that are consistent with voice and quality of Hope For The Heart.

➤ MARKETING PROJECT COORDINATION:

Project Management responsibility over *Monthly Teaching Letter*, *Digital E-Newsletters*, *Donor Communications*, and others, as assigned.

- **Discernment:** Meet with client teams in order to thoroughly understand communications objectives.
- **Stewardship:** Develop creative digital communications solutions that achieve marketing objectives while adhering to budgetary requirements.
- **Timeliness:** Ability to deliver creative digital solutions on time, adhering to project deadlines.

Education Requirements: Bachelor's Degree from a four-year college or university with emphasis in Marketing, Communications, Journalism or related field of study.

Additional Qualifications & Experience:

- Minimum of 3 years in marketing, public relations, direct marketing, web design/development; working with Social Media platforms, advertising and analytics.
- Experience with display, web, and mobile advertising production, media buying and measurement.
- Knowledge of email marketing including segmentation and lifecycle messaging strategy.
- Ability to identify constituent needs/wants, develop relevant messaging and graphics to drive toward desired outcome.

Computer Skills:

- Word – Advanced (linking/embedding objects, graphics, templates)
- Intermediate to Advanced knowledge with MS Office (Outlook, Excel, Powerpoint)
- WordPress – overall understanding and content management experience.
- Adobe Creative Suite – advanced, demonstrated proficiency
- Strong written and verbal skills
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form;
- Ability to solve problems and deal with a variety of concrete variables in situations where only limited standardization exists.

Character/Spiritual Qualities: Possess a desire to actively minister to others within and outside the ministry; whether they are vendors, constituents, partners or volunteers. As such, each team member is called to actively impact others with Biblical principles for Christian living through sharing in prayer, scripture references, Biblical illustrations, and personal testimony.

For an overview of our ministry and to view more career opportunities, visit our website at www.HopeForTheHeart.org

To Apply:

Please email your resume and cover letter to

Jobs@HopeForTheHeart.org.

No calls, please.