

## Digital Analyst/Digital Manager



**Who we are:** Hope for the Heart is a worldwide biblical caregiving, coaching, and counseling ministry providing biblical hope and practical help for life's challenges. We're passionate about helping people apply God's Word to life. We pray that God will use our biblical resources to help people in need overcome challenges, grow personally, and become people helpers.

**Location:** The Hope Center - Plano, Texas

**Department:** Digital Marketing

**Type of position:** Full-time, Exempt

**General Description:** The Digital Analyst/Digital Manager will work closely with the Sr. Marketing Director and will serve to analyze all digital campaigns and multichannel traffic, along with managing vendors and projects both internally and externally. Frequent reports and real-time monitoring of all campaigns will be required.

### Key Responsibilities

- Monitor daily and intraday vital signs of accounts and ensure performance tracks to expectations
- Create daily and weekly reports, monitoring value of all marketing spend
- Manage the quality of inbound and outbound traffic and optimize toward business targets daily
- Partner with multi-disciplinary teams to identify and resolve business short-falls and build upon wins
- Provide ad hoc support across other Traffic Acquisition channels when needed
- Understand business objectives, define metrics and create dashboards to track digital marketing performance, and develop in-depth analysis to support decision-making
- Work closely with Sr. Marketing Director and interface with vendors
- Work with Sr. Marketing Director to optimize digital campaigns and spend to drive conversions and quality new name acquisitions using analytic techniques such as A/B and multivariate testing, digital sales and revenue attribution, and customer segmentation
- Be willing to study and adhere to principle-based marketing (which differs greatly from best practices). Study the inverted funnel approach to marketing and learn all heuristics created by the Meclabs Institute
- Develop relationships and work closely with the internal marketing team to plan and implement recommendations in order to maximize digital marketing results
- Perform consumer online behaviors and digital journey analytics across multiple touchpoints to identify opportunities for personalization
- Communicate and present findings and recommendations to business stakeholders

### Preferred Skills:

- 5 years in digital analytics, SEM experience, and digital funnel optimization
- Knowledge of other Google Analytics, Facebook Business, LinkedIn Ads
- Knowledge of CDP, CRM, and customer journey analytics
- Knowledge of a programming languages and scripting languages
- Knowledge of what is meant by good UX and UI principles
- Knowledge of MailChimp
- Ability to explain results to non-technical audience
- Project management expertise

**Qualifications:**

- Bachelor's degree (B. A.) or equivalent; or five or more years related experience and/or training; or equivalent combination of education and experience
- Ability to write reports, business correspondence, and procedure manuals
- Ability to respond effectively to the most sensitive inquiries or complaints such as media, attorneys, regulatory agencies or law enforcement
- Ability to solve problems and deal with a variety of concrete variables in situations where only limited standardization exists

**To Apply:** Email your cover letter and resume to [jobs@hopefortheheart.org](mailto:jobs@hopefortheheart.org). No calls, please.

**For an overview of our ministry and to view more career opportunities, visit our website at [www.HopeForTheHeart.org](http://www.HopeForTheHeart.org)**