



JOB DESCRIPTION

JOB TITLE: Marketing Specialist

DEPARTMENT: Communications

REPORTS TO: Marketing Manager/Director Communications

FLSA Status: Exempt

JOB PURPOSE: The Marketing Specialist helps enhance Mercy's public image and encourages audiences to connect with the Sisters of Mercy through formal relationship and/or support of the organization's advocacy efforts and ministries, particularly via social media and online platforms. The specialist works closely with other communications staff to plan and implement outreach via online advertising, social media, search engine optimization and digital media management.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist communications team in the development of compelling content about the Sisters of Mercy including reporting and writing, photography and photo editing, videography and video editing and basic graphic design for use online and in print.
- Assist in the implementation of marketing campaigns and plans to promote content, particularly online via social media (Facebook, Twitter, YouTube, LinkedIn, Pinterest, Google+, Storify).
- Implement strategies for expanding social media presence and manage social media posting. Assist with marketing Connect with Mercy blog content including posting, tracking success of blog posts, monitoring success of blog themes.
- Learn and understand Mercy's Critical Concerns and how to best represent Mercy online.
- Implement online marketing campaigns and track performance including Google AdWords and Facebook ads.
- Provide periodic Google Analytics reporting to Marketing Manager and Director of Communications to illustrate online marketing successes. Generate and identify content.
- Work with the Marketing Manager to plan trainings and develop resource materials to educate online ambassadors—especially leadership, vocation ministers, justice personnel and other communicators—on how to create and customize personal social media profiles and effectively engage external audiences about the Sisters of Mercy and their mission.
- Monitor Mercy's online presence.
- Implement strategies to grow fans/followers/subscribers and increase engagement.
- Provide web and social media analytics.
- Assist with budget recommendations for web marketing efforts.
- Design and implement online campaigns.

QUALIFICATIONS:

Education, Competencies and Experience

- To perform the job successfully, an individual should have the following education, competencies and experience:
 - 2-3 years of related experience's degree in a relevant field preferred (e.g., (digital strategist, community manager, digital marketing).
 - Enthusiastic and avid social media user with demonstrated communication skills with platforms (such as Facebook, Twitter, YouTube, LinkedIn, Google+, Storify), blogs, monitoring sites, social bookmarking sites, etc., and the ability to learn new applications and systems.
 - Creative thinker who can develop ways to build and promote content.
 - Experienced user of digital photography and videography equipment and editing software.
 - Graphic design experience a plus. Must have working knowledge of Photoshop and drive to continually develop skills.
 - Knowledge and experience in building and nurturing social media communities.
 - Superior writing, copy editing and proofreading ability. Exceptional oral and written communication skills.
 - Firm understanding of marketing and media relations principles and related practices and how they intersect with technology, especially related to nonprofits and social justice advocacy.
 - Excellent interpersonal skills and the capacity to successfully develop and manage relationships.
 - Prior experience in a nonprofit organization helpful. Must be comfortable working for a religious organization. Knowledge of and appreciation for the role of women religious in the Roman Catholic church and society. Sensitivity to the culture and decision-making processes of a faith-based community a plus.
 - Ability to work independently with a proven track record of meeting deadlines and deliverables; ability to think on the fly.
 - Flexible, collaborative approach including capacity to work in a changing environment, make recommendations for improvements, and receive feedback.
 - Proficiency in the Microsoft Office Suite, especially Word and Excel. Photo editing expertise.
 - Basic knowledge of HTML and CSS; experience with website content management systems a plus.
 - Experience in measurement and analysis of web traffic and social media metrics. In depth knowledge of Google Analytics a plus.

AMERICANS WITH DISABILITY SPECIFICATIONS

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is occasionally required to stand; walk, sit; speak; hear; use hands to handle objects. The employee may be required to occasionally bend, stoop, twist and/or lift and carry up to 20 lbs. The

employee may be required to occasionally push or pull luggage and equipment up to 50 pounds, primarily associated with occasional business travel.

- The employee will be required to operate office equipment such as computers, telephones and fax machines and work with manual filing systems for extended periods of time.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

- Work is performed in a modern office environment.
- Some overnight travel is required.

I have read and understand the responsibilities of this position. After training, I would be able to perform all essential job functions, with or without reasonable accommodation.

Name

Date