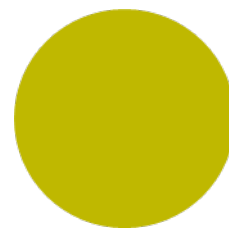


Role Specification
Manager of Marketing



Organization Background

Connecting, leading, and supporting professional women to achieve their potential

4word, Inc. is a 501(c)3, non-profit corporation formed in 2011. It's vision is to build a Global Community of Christian women in the workplace. Why? . . . our mission is so that these women can reach their God-given potential with confidence and share Christ's love. As the only global ministry serving Christian women in the workplace, 4word is narrowing the gap in resources for women seeking to integrate their careers, relationships, and faith. Our women are real, passionate, faithful women who desire community.

4word offers Christian women in the workplace a transformational relationships through mentoring, authentic community through local groups, and relevant content through our digital community.

Website/ www.4wordwomen.org

The Role

Job Purpose

Working alongside the Manager of Digital Community, the Manager of Marketing serves as a key team member and an active participant in making strategic decisions affecting 4word. In partnership with the Manager of Digital Community and under the supervision of the Executive Director (ED), this position is responsible for all digital marketing efforts and promotion of 4word programs and services. This is a half-time position that is today a 1099 contractor. Some domestic travel is optional.

The successful candidate will help pioneer new marketing strategies, especially digital marketing, as 4word sets its sights on significant growth over the next 3-5 years. The Manager of Marketing is responsible for upholding all branding standards across 4word's strategic platforms and working with the Manager of Digital Community to expand influencer partnerships and leverage marketing strategies to grow 4word's online audience. The Manager of Marketing is also responsible for maintaining the 4word website, administrating and growing 4word's Member Insider membership platform, and securing digital advertising to help drive financial sustainability for the organization.

The Manager of Marketing is responsible for meeting the following annual financial goals:

- Increase total Giving Day income from \$35,000 to \$50,000
- Increase Member Insiders from 350 to 645 (100 more than a standard YOY increase) resulting in \$9,900 total extra revenue
- Increase sponsorship to Local Groups to \$21,500 to \$33,500 (+\$13,000)
- Add \$20,000 in National Sponsorship

Key Accountabilities

Digital Marketing

- Maintain brand consistency across all 4word programs and platforms
- Create and execute annual marketing campaign calendar
 - Support Mentor Program via marketing campaigns 3x/year
 - Support Gala via marketing campaign 1x/year
 - Promote Member Insider membership via marketing campaign 1x/year
 - Support annual Giving Day via marketing campaign 1x/year
 - Support annual Year-End Giving via marketing campaign 1x/year
 - Support Church Connect Ambassador recruitment 1x/year
- Advertise across platforms including social media, display ads, Google AdWords
- Analyze Google Analytics data and using conversion funnels to drive traffic and increase conversion
- Social media community management
- Ongoing digital promotion of 4word products
- Develop "4word Customer Journey" to define target audience and codify customer touchpoints to drive conversion

Website Project Management

- Experience and competency with WordPress required
 - Creating and editing pages and posts

- Experience with plugins like Advanced Ads, Revolution Slider, and Yoast preferred
- Experience with Search Engine Optimization required
- Experience and competency with WooCommerce preferred
 - Creating and editing Products
 - Managing Memberships and Subscriptions
 - Adding and editing Membership content
- Web development project management
 - Work directly with web development vendor on new website projects
 - Tech support for website ad needed
- Graphic design project management
 - Work directly with graphic design vendor to develop visual materials for website, social media and print collateral

Sponsorships & Fundraising

- Create and implement sponsorship campaigns for 4word National and Local Groups
 - Research and outreach to potential advertisers and creation of digital sponsorship packages
 - Execution of advertising sponsorships, including display ads on 4wordwomen.org, blog and email advertising
 - Ability to drive toward advertising sponsorship goals
- Assist Local Groups with creating sponsorship packages
 - Execute annual Local Group sponsorship campaign
 - Develop sponsorship packages for Local Groups and provide materials to support Local Groups in securing sponsorships
- Support Director of Development in execution of annual Giving Day and Year-End Giving campaigns
 - Create timeline for preparation and execution of Giving Day and Year-End Giving
 - Develop all collateral, including graphics and social media posts
 - Create and send fundraising emails leading up to, during and following campaigns
 - Prep and support Local Groups in local and peer-to-peer fundraising efforts

Digital Community Support

- Work alongside Manager of Digital Community to execute monthly themes on 4word's blog
- Support Manager of Digital Community in development and execution of 4word podcasts
- Strategize with Manager of Digital Community to engage influencers
- Stay continually focused on driving more traffic to 4wordwomen.org and increasing engagement across all digital platforms
- Create and send regular 4word news emails
- Participate in weekly Digital team calls and quarterly Digital Marketing Advisory Board calls

Member Insider

- Manage Member Insider platform via WooCommerce
- Develop new exclusive content for Member Insiders
- Create and send regular Member Insider emails to keep members engaged and increase member retention
- Pursue and build influencer partnerships to create content that adds value to Member Insider

Social Media Posting Contract

- Work with Manager of Digital Community and graphic designer to develop social media graphics for blog posts

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- Draft all copy for weekly social media posts for Facebook, LinkedIn, Twitter and Instagram
 - Post weekly blog post and quote graphics across all 4word social platforms Monday-Thursday
 - Post weekly Friday Faves blog post graphics across all 4word social media platforms on Friday
 - Monitor social media platforms for comments and work to strategically increase engagement across all platforms
 - Experience boosting Facebook posts and running Facebook ads required
 - Expertise drafting social media copy required
 - Experience using Hootsuite required
 - Availability to post as needed, including paid/promoted posts for 4word events, products and promotions
 - Time commitment: estimated 5 hours per week

Writing & Editing Content Support

- Work with Manager of Digital Community to research and brainstorm content for monthly blog themes, including one brainstorm call per month
- Draft minimum one blog post per month
- Edit all other blog content drafted by Manager of Digital Community, including review on WordPress
- Experience writing web copy required
- Experience with SEO preferred
- Available to support Manager of Digital Community as needed
- Time commitment: estimated 5 hours per week
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Candidate Profile

Qualifications

- 3-5 years of professional experience with digital marketing, preferably in a non-profit setting
- Proven experience using data to drive strategic marketing decisions and implement a strategic marketing plan
- Excellent communication skills, both written and oral; experience with writing web copy a plus
- Strong background in social media required
- Strong organizational skills
- Experience with fundraising, especially online fundraising, a plus
- Flexible and adaptable style
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside 4word
- Ability to construct, articulate, and implement annual marketing campaigns
- Strong organizational and time management skills with exceptional attention to detail
- A professional and resourceful style; the ability to work independently and as a team player, to take initiative, and to manage multiple tasks and projects at a time
- Bachelor's degree required
- High energy and passion for 4word's mission

4word is a Christian non-profit organization. It is therefore required that employees possess the following:

- A reputation of honesty, integrity, gratitude and hospitality in all personal dealings
- An allegiance to Christ and the church
- Affirmation of 4word's vision, mission, values and agrees to statement of faith.