JOB TITLE: Digital Experience Manager

REPORTS TO: Creative Director

POSITION: Full-time, exempt

LOCATION: Headquarters office, Kansas City, MO

**POSITION SUMMARY:**

As the Digital Experience Manager for The Global Orphan Project (GO Project), you will be responsible for effective strategies that ensure our digital communications are properly created and deployed with compelling user journeys across web, app and email. You will exhibit unwavering authenticity and thoughtfulness for all aspects of our organization while being keenly responsive to feedback. You’ll also analyze and report the results while looking for opportunities to optimize and improve performance.

The ideal candidate will have a strong background in marketing journeys, web, email, and social media performance. A proven systems problem solver, you will need to grasp the input/objectives from multiple stakeholders and develop effective email and social plans. Culturally, the right candidate will have a passion for the work we do, serving vulnerable children and families in crisis through local church-to-child connections.

**RESPONSIBILITIES (including but not limited to):** Work with GO Project team leaders to strategize, plan and implement results-oriented digital, email, social media, and display advertising campaigns.

Social Media Marketing

* Develop and execute strategies for objectives-driven social campaigns
* Partner with our Account Managers and Creative team to drive traffic to the website and complete the user journey in keeping with email and social campaign objectives
* Create and execute media calendar(s) and track performance
* Be a resource to field partners to ensure alignment with their own, localized accounts
* Knowledge of social platform(s) optimization

Email Marketing

* Coordinate the email marketing calendar and be responsible for flawless execution on all emails
* Develop database segmentation from Salesforce to tailor campaigns & journeys for targeted audiences
* Provide executive summaries of campaign performance and analyze to identify optimization opportunities
* Calculate response rates, churn rates, open rates, CTRs, etc. for constant improvement

Website Curation

* Provide insight and inspiration that drive customer journey roadmaps
* Provide user journey objectives and project scope through collaboration with leadership
* Lead web presence and marketing campaign user research, research design, participant, qualification, moderation, synthesis, reporting and outcome, across key product areas
* Drive traffic to the website and complete the user journey in keeping with email and social campaign objectives
* Provide analysis of web performance to understand trends and optimize content and engagement
* Track the user’s journey to and through the website(s) to find, attract, motivate, and convert a growing number of guests into advocates

**QUALIFICATIONS AND REQUIREMENTS:**

* Degree in Marketing, Advertising, Communications, New Media, or related field of study
* 3-5 years’ experience in digital, email, or social media marketing
* Proficient with Google Suite, Microsoft Office
* Familiarity with database marketing/segmentation; Salesforce Marketing Cloud certification preferred
* Experience with Google and Facebook Ads, Google Analytics, Google Tag Manager, Google Data Studio, CAN-SPAM and SEM/SEO performance metrics
* Willingness to monitor best-in-class organizations and provide suggestions for improvement
* Excellent communication and presentation skills
* Quality-oriented, attention to detail
* Personal and professional integrity with unwavering respect for co-workers and stakeholders

#  #  # #

The above description is not intended to be comprehensive, but rather a focused list of priorities. The Global Orphan Project, Inc. is a Christian nonprofit ministry with a mission to break the orphan cycle through the power of community, commerce, and the love of Jesus Christ.  We carry out our mission by equipping and empowering local churches to care for children and families in crisis.  We are seeking candidates who understand and are enthusiastic about advancing our organizational mission, vision, and values.

The Global Orphan Project is a 501c3 non-profit located at 3161 Wyandotte, Kansas City, MO 64111. GO Project associates are at-will employees.

For consideration, email your resume, references, and cover letter to: [careers@goproject.org](mailto:careers@goproject.org)

[www.goproject.org](http://www.goproject.org) | [www.careportal.org](http://www.careportal.org) | [www.goexapparel.com](http://www.goexapparel.com)

: