

Title: Digital Mobilization Specialist

Department: Marketing

Reports to: Associate Director of Marketing

Classification: Full-time, non-exempt, 40 hours a week

SUMMARY: Frontiers is a Christian, faith-based non-profit partnering with churches to send their workers overseas. The Digital Mobilization Specialist will work within the Marketing and Development Department to produce relevant social and digital media content that increases brand awareness, promotes engagement with potential workers, and furthers the mission of the ministry by generating leads for the Mobilization department.

ESSENTIAL RESPONSIBILITIES:

- Build and execute a social media strategy for recruitment through competitive research and audience identification that achieve Mobilization goals for lead generation.
- Generate, design, edit, publish, and share creative and compelling content in the form of posts, tweets, live and recorded video, infographics, and other communications for the Mobilization social platforms.
- Create and maintain social media and email editorial calendars and syndication schedules in concert with organizational messaging.
- Coordinate and publicize content promoting upcoming events and conferences.
- Create opportunities for social media audiences to participate in the Frontiers conversation by sharing video, visual, and written stories.
- Monitor SEO, user engagement, and suggest content optimization.
- Oversee regional Facebook Pages & Groups, webinar, Handshake, and other social media platforms. Monitor for appropriate content and brand consistency.
- Communicate, foster relationships, share ideas, and learn from the digital media specialists of other agencies.
- Coach internal team to integrate and maintain a cohesive social media strategy.
- Develop and manage brand aligned messaging and campaign strategies and ensure relevant social media techniques are implemented.
- Pursue appropriate social media advertising opportunities to support Mobilization goals.
- Moderate and respond to all user-generated content to maintain brand consistency.
- Oversee email lists, including groups and tags, and implement ways to organically grow them.
- Manage email campaigns, including designs, subject lines, and content in a way that minimizes list attrition and increases productivity.
- Analyze, review, and report on effectiveness of social media and email campaigns to maximize results. Regularly provide feedback regarding insights gained from this information to the Director of Mobilization and Director of Marketing and Development.

- Understand and communicate Frontier's message regarding Unengaged Muslim people groups.

OTHER DUTIES:

- Participate in staff meetings and other department meetings as required.
- Other duties as assigned

SKILLS/TRAITS:

- Experience and knowledge of best practices and analytics across all major social media outlets including, but not limited to, Facebook, Instagram, TikTok, Twitter, YouTube, LinkedIn, etc.
- Strong written and verbal communication skills.
- Knowledge of or experience with social media management tools such as Sprout Social, Hootsuite, etc.
- Experience with social media analytics tools.
- Proficiency in email marketing including understanding of best practices, A/B testing, and email marketing tools like Mailchimp.
- Basic to midlevel design skills, using tools such as Photoshop, Canva, etc.
- Positive attitude and customer-oriented.
- Detail-oriented with good multi-tasking and organizational skills.
- Able to work well in a team environment, handle multiple assignments, and meet deadlines.
- Fluency in English.
- Experience working in deadline-driven environments.

QUALIFICATIONS:

- Have personal relationship with Jesus Christ.
- Highschool diploma or GED.
- BS or equivalent experience in Communications, Marketing, Business, New Media, or related field.
- Two (2) to four (4) years of experience in social media work; including experience creating content.

Frontiers values the importance of life and work balance and offers flextime options. This job posting is a summary of the position. A full description will be provided during the recruiting process.

To apply, send a cover letter and resume to hr@frontiersusa.org. No phone calls please.