

Position Profile: Digital Media Manager

Position	Department
Digital Media Manager	Communications
Incumbent	Location
New position	Work at home or from the EFC's Ottawa or Richmond Hill offices
Reports to	Date of Last Revision
Director of Communications	May 2021
Team Member	
The Digital Media Manager is part of the EFC communications team which includes: Director of Communications, Senior Managing Editors of <i>Faith Today</i> , Media Relations, Creative Director, and Director of Affiliate and Community Relations	

1. Position Description

Reporting to the Director of Communications, the Digital Media Manager (DMM) is responsible for all digital media work of the EFC. The DMM uses social media and other online platforms to enhance the EFC's public image, inform the evangelical public and motivate audiences to connect with the EFC for meaningful dialogue and support of the EFC's advocacy efforts and fundraising initiatives. The DMM works closely and well with the entire EFC communications team, development staff and others to plan and implement outreach via online advertising, social media, search engine optimization and digital media management. The DMM also collaborates with print and other traditional media efforts of the EFC when needed and contributes to the EFC's efforts to invite others into the organization's work and mission. The DMM is at the centre of the organization, helping the EFC team to think creatively and strategically about social media and digital strategies and optimize the possibilities for digital engagement across the broad spectrum of EFC resources and activities.

2. Core Competencies

The Digital Media Manager will be skilled at creating excellent pieces of digital communications and managing their effective delivery to intended audiences. The DMM will have/or be:

- Proven working experience in social media marketing or as a Digital Media Specialist.
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.
- Demonstrable experience with online social media tools and knowledge of related analytics tools.
- Experience in implementing and effectively managing online and social media marketing and understanding of major marketing channels.
- Flexible, collaborative approach including capacity to work in a changing environment and take leadership of initiatives when appropriate
- A good awareness and understanding of the evangelical traditions represented by the EFC and its affiliates.

3. Education/Qualifications

3.1 Basic Qualifications

The person in this position must be a committed follower of Jesus Christ who annually agrees to and signs the EFC's [statement of faith](#), is in agreement with the EFC's [objects](#) and signs on to (and abides by) a code of conduct and expectations of EFC employees. The person in this position is expected to uphold the primary organizational end of the EFC ("Uniting Evangelicals to bless Canada in the name of Jesus") in fulfilling the Position Description.

3.2 Education

a) Minimum

- Post-secondary education in marketing, digital marketing, communications, business, new media, public relations or a related field, or equivalent experience and training

b) Preferred

- A bachelor's or graduate degree in such fields

3.3 Other Qualifications

a) Minimum

- Adequate knowledge of web design, web development, search engine optimization, website updates/content posts using a CMS, Photoshop, Microsoft Office, HTML and Google Analytics.
- 2+ years of experience working on digital ad campaigns including social media marketing (Facebook, Instagram, Google Ads), social media ad design, blogs, social posting and social metrics.
- Demonstrated aptitude for working as part of a collaborative, creative team
- Highly organized, self-managing and able to meet multiple tight deadlines and manage multiple projects at one time
- Positive attitude, detail- and customer-oriented
- Fluency in English
- Familiarity with and respect for evangelical Christian faith and culture

b) Preferred

- The minimum above but an additional 3 more years experience (total 5+)
- Fluency in French, Chinese and/or another language would be an asset
- Prior experience in a non-profit organization

4. Duties and Responsibilities

4.1 Core

- Lead the development of digital media strategy, community management, creative directing, copywriting, customer service, data analysis.
- Produce or oversee production of e-newsletters such as the *EFC Update*, *FT+LIM Update*, *Actions évangéliques* and others as required.
- Generate, edit, publish and share daily web and social media content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action, content that resonates with the interests of the intended audience and is unique to the typical interactions of each channel.
- Monitor media coverage of the EFC and record it in an EFC media database.
- Help with EFC media relation strategies as required.
- Implement strategies to grow followers/subscribers and increase engagement.
- Implement online marketing campaigns and track performance including Google AdWords and Facebook ads.
- Regularly revise company pages within each platform to increase the visibility of company's online and social content.
- Work together with the development department for annual digital donor acquisition campaigns.
- Respond to reader comments
- Monitor social media metrics and use the information to ensure the social media strategy is achieving its goals.

4.2 Additional

- Update and maintain the EFC and Faith Today websites as needed.
- After receiving materials from the EFC/FT ad sales manager, manage online advertisements using Google Ad Manager and the CMS of FaithToday.ca.
- Collaborate with staff editors to edit draft digital editions of magazines and other materials and then publish them.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Moderate or oversee moderation of all user-generated content in line with the moderation policy for each community.
- Create editorial calendars and syndication schedules.
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Assist with budget recommendations for all online marketing efforts.
- Collaborate with other departments to manage needs and expectations.

5. Evaluation Measures

The Digital Media Manager will be evaluated by her or his:

1. Contribution to the EFC's mission and Christian character
2. Overall performance and fulfillment of duties and responsibilities
3. Teamwork and collaboration (including mentoring where appropriate)
4. Initiatives above and beyond job expectations

In addition to written comments, the Digital Media Manager will receive one of these four evaluation scores for each measure:

1. Not meeting expectations
2. Generally meeting expectations, but some improvement necessary.
3. Meeting all expectations. [Note: This would be a typical evaluation and completely satisfactory]
4. Exceeding expectations and/or unusual contribution.

About the EFC: The Evangelical Fellowship of Canada (*l'Alliance évangélique du Canada*) is the national association of evangelical Christians in Canada. The EFC exists to unite Evangelicals to bless Canada in the name of Jesus. Since 1964 the EFC has provided a national forum for Evangelicals, fostered ministry partnerships, conducted research on religious and social trends and provided a constructive voice for biblical principles in life and society. We focus on issues including Religious Freedom, Family & Community, Sanctity of Life, Care for the Vulnerable and Church & Mission. EFC affiliates include denominations, ministry organizations, post-secondary educational institutions and individual congregations who uphold a common [statement of faith](#) and [organizational objects](#) (goals) and who often join in [collaborative projects](#). The EFC also has thousands of supporting individuals.