

Digital Marketing Coordinator

Department: Marketing

FLSA Status: Non-Exempt

Reports to: Senior Marketing Manager

Position(s) Supervised: N/A

Location: Montana

WHO WE ARE

The Crisis: The truth is there are not enough equipped families to care for Montana's most vulnerable children who enter the foster care system due to abuse and neglect.

The Solution: Whether a child's need is a few days, a few months, or forever **our vision is a family for every child.** We raise up bold and passionate Christians to do the hard work of caring for these children in our communities. **Our mission is to find and equip foster and adoptive families for children who have suffered abuse and neglect.**

Organizational Values:

We are fearless. Our faces are as lions. (*1 Chronicles 12:8*)

We boldly step into the hard and uncertain because we know it's not about us, our preferences, or our comfort. It's about Kingdom work being done through earthen vessels – and that emboldens us to trust the Holy Spirit as we live beyond our comfort zones.

We are ambassadors. We bear the image of Another. (*1 Peter 2:9*)

We humbly surrender to the King in all aspects of our work and interactions. We seek God's leading in prayer and in His Word. We are marked by the fruit of the Spirit and quick to repent when we step off course. We strive to do God's work, God's way for God's glory.

We see the unseen – what can be compels us. (*2 Corinthians 4:18*)

We see a day when what is in the heart of God is lived out on earth: when loving families will be waiting for children instead of children waiting for loving families. We believe new, innovative ways of advancing our mission exist and expectantly pursue how to bring them to be.

We go out in joy – our path is marked by light. (*Isaiah 55:12*)

We are defined by the One who dwells within us, not what happens around us. Our spirits are light and nimble and free because we are filled with the Spirit of God who is the same. Our joy is a deliberate act of obedience in response to who Christ is and what he has done.

THE ROLE

The Digital Marketing Coordinator plays a key role in supporting the execution of marketing efforts that help find and equip families for vulnerable children. This position assists with campaign deployment, email and social scheduling, marketing automation, content publishing, and digital performance tracking. This role works closely with the Senior Marketing Manager and the Marketing Team to ensure timely, brand-aligned, and effective communication execution across all digital channels.

THE DAY TO DAY

Your essential duties and responsibilities:

Campaign & Content Support

- Build and schedule emails, SMS, social ads, and digital ads using designated marketing platforms.
- Assist in creating, publishing, and organizing content for digital platforms including social media, email, blog, and website service calendar.
- Maintain and update the marketing calendar with scheduled content and deliverables, under the guidance of the Senior Marketing Manager.
- Coordinate asset delivery and approvals to keep campaigns and content on track.

Digital Tools & Automation

- Assist with building and maintaining audience segments, email workflows, and automation sequences in platforms like Salesforce (or equivalent).
- Monitor digital channels for performance, engagement, and technical accuracy.
- Help maintain and update content on the blog and website with SEO strategy and best practices in mind.

Content & Design Coordination

- Work cross-functionally with team members to ensure timely and aligned messaging across all channels.
- Support content sourcing, minor editing, and formatting for digital publishing.
- Coordinate with design and content teammates to ensure assets are web-ready, aligned with brand standards, and optimized for each channel.

Analytics & Optimization

- Pull reports and assist in tracking key performance indicators (KPIs) for digital campaigns.
- Support A/B testing and optimization efforts for email, ads, and landing pages.
- Help interpret data trends and contribute ideas for improving engagement and conversions.

Collaboration & Team Support

- Support the Senior Marketing Manager in campaign execution, team communication, and cross-functional coordination.
- Timely provide and complete requests from team members.
- Regularly participate in team prayer and spiritual formation classes.
- Inspire a working environment that passionately lives out the mission, vision, and values of Child Bridge.

Work Environment

- The normal work environment is an office environment with meetings offsite in conference areas, coffee shops, and/or other public spaces. Other working environments may include parks, event centers, other family-oriented meeting spaces, and family homes. Due to the nature of these spaces, weather and temperature may vary. Churches are a regular environment space for recruiting and coaching efforts.
- Noise level in the work environment is moderate.
- The work schedule varies based on the needs of the organization and will have weekend and evening work.
- Travel to other regional office sites, team gathering locations, and event sites on an as needed basis.

To perform this job successfully, an individual must demonstrate capacity or potential to perform each essential duty with excellence. The above statements reflect the general details necessary to describe the major functions of this position and are not intended to be a detailed description of all the work/functions that may be required. Other duties may be assigned. The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job.

TO BE SUCCESSFUL

Your knowledge, skills, and abilities:

- **Highly efficient in time and project management:** You are self-disciplined and forward-thinking, able to consistently provide high quality deliverables in a timely manner. You can manage multiple projects, prioritize, and follow through.
- **Adaptability:** You can work in a fast-paced, dynamic environment and can quickly adapt your workflow to meet the needs of the mission and department.
- **Goal-oriented:** You have high regard for accountability, impact outcomes, and performance measures.
- **Strong writing skills:** You can write clearly and professionally, giving careful attention to grammar, tone and alignment with a brand voice.
- **Receptive to interactive feedback:** You value constructive feedback and seek opportunities to improve your work. You know how to give and receive feedback with humility and clarity.
- **Collaboration:** You enjoy fostering teamwork and partnerships.
- **Sound perception in conversations, observation, judgment, and decision making:** You know how to listen to both the said and unsaid, you know how to ask questions to gather more information, and you know how to take the next right step.
- **Warm and relational verbal, written, and interpersonal communication skills:** You can connect with a variety of people in a range of settings such as small gatherings, large groups, individual meetings, virtual meetings, over the phone, etc.
- **Confidentiality:** Ability to maintain confidentiality in a wide range of circumstances.
- **Active learner:** You are willing to collaborate with others and embrace new ideas. You enjoy growing in knowledge and skill along the journey.
- **Proficient with Marketing Tech Tools:** You are comfortable using web analytics, email platforms, and social scheduling software.
- **Proficient in Microsoft office suite:** We use it all; Outlook, Word, Excel, PowerPoint, Teams, OneDrive, SharePoint.
- **Proficient with a variety of technology:** We use Customer Relationship Management systems, video conferencing, cloud-based applications, Apple products, project management tools, etc. Our team is spread across the state, so we are always online.

Your education, certification, experience and/or other requirements:

- Bachelor's degree in Marketing, Communications, or a related field preferred; equivalent experience will be considered.
- Minimum of 2-3 years of experience in digital marketing or communications.
- Must have a valid driver's license, active and up to date liability coverage, and a dependable vehicle.

Physical Demands

- 1/3 of the time be able to: climb or balance; stoop, kneel, crouch or crawl; lift up to 50 pounds; push or pull up to 25 pounds.
- 3/4 of the time be able to: stand; sit; walk; use close vision (20 inches or less) for computer work; reach with hands and arms.
- 3/4 of the time be able to: consistently use hands; talk and hear.

The above is representative of the faith, values, knowledge, skills, abilities, education, experience, physical demands and other requirements an employee needs while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

APPLICATION PROCESS

To apply for the Digital Marketing Coordinator position please email a cover letter, resume, three professional references, and a short portfolio to careers@childbridgemonntana.org. In your cover letter, please detail your interest in our mission and how you see yourself making an impact in this role.