



Mission: Centered on God our mission is to feed physical hunger, spiritual hunger and our hunger to be in community.

POSITION: Digital Marketing Coordinator

REPORTS TO: Director of Marketing

STATUS: PT: Nonexempt ~ 20 hours/week, remote possibility, or contract work

Position Description: Assists in developing digital platform strategies and continually seeks the best ways to lead and nurture people on their journey through King of Kings Lutheran Church digital environment. This can include but is not limited to involving social media posting, website maintenance, development and updates, inbound marketing strategy, paid searches, SEO, content marketing, paid social medial marketing.

RESPONSIBILITIES:

- Assist Director of Marketing as directed.
- Manage the social media platforms of King of Kings by planning and executing a strategy to provide platform-specific content that is helpful, relevant, and engaging.
- Develop and maintain a social media content calendar, including gathering media support and writing caption copy that is clear, informative, excellent, and encouraging.
- Maintain and update King of Kings website, Facebook page and app.
- Recruit and lead a social media listening and response team of volunteers to quickly serve the audience of each platform with useful information.
- Monitor analytics and report on content marketing metrics to reflect effectiveness of content strategy.
- Create standards for the planning, execution, optimization, distribution, and amplification of weekend content.
- Promote and tell the story of King of Kings on social media.
- Develop a digital presence strategy for the church.
- Develop new digital marketing channels for the church.

EDUCATION/EXPERIENCE:

Bachelor's Degree in related field.

3-5 years in digital marketing field, both hands on and leading a team, preferred.

QUALIFICATIONS:

- Strategic thinking with the ability to envision, develop systems and processes, implement and drive projects and strategies through to completion.
- Leadership experience, including experience developing, mentoring, and getting results through a team.
- Strong analytical skills and data-driven thinking
- Ability to understand King of Kings ministry strategy and approach into communications both internal and external.
- Identify trends and insights and optimize spend and performance based on the insights.
- Love of social media and a passion to cultivate engagement with the people of King of Kings.
- Proficiency in Adobe Creative Cloud, social medial platforms and related marketing software, MS, Mac and PC OS, WordPress and APP platforms.

COMPETENCIES:

- Strong interpersonal skills in working with different personalities and leadership styles.
- Rockstar proofreading skills
- Ability to work quickly and with deadlines
- A sense of humor and ability not to take themselves too seriously
- Ability to maintain confidentiality and discretion.
- Ability to take initiative and work with minimal supervision.
- Ability to collaborate well in cross-functional teams and projects across the church.

1583 Radio Drive
Woodbury, MN 55125



Working Conditions and Physical Demands:

- Schedule will include working evenings, weekends, and extended hours as required by ministry needs. This includes Christmas and Easter.
- Extensive standing, walking, and sitting for extended periods of time.
- Repetitive keyboard and mouse movements requirements.
- Lifting of supplies and equipment up to 25 pounds if necessary.

A mature faith, a personal relationship with Jesus Christ, commitment to ministries of King of Kings, a signed King of Kings Staff Covenant, along with membership in the congregation and worship at King of Kings are requirements for all employees.

ABOUT KING OF KINGS

King of Kings is a vibrant family of faith. We use the term “family” to indicate the heart and spirit of this congregation as we gather in community, grow together and nurture one another in faith — and to indicate the importance we place on families worshiping, serving, and learning together. King of Kings has been blessed with a strong physical presence within the city of Woodbury as it sits atop Radio Drive; yet more importantly, God also calls and challenges us to be a witness in the world so that others may come to know and experience His love.

Our Mission is simple, “Centered on God our mission is to feed physical hunger, spiritual hunger and our hunger to be in community.” As a body of faith, we not only seek to address the effects of physical hunger both locally and globally, but our hunger to grow in faith and to be in community with other believers.

We believe that our journey of faith is an ongoing process of growth and mutual investment where people of all ages engage, support, and learn from one another.

We are excited for you to join the amazing staff at King of Kings and grow the mission for God’s glory.