



Marketing Coordinator Position at CLI

Christian Library International, a prison ministry, began in 1996 and now serves 1,600 prisons. CLI exists to glorify God by leading inmates to Christ and discipling them. We do this by providing God's Word through books, Bibles, Bible studies, and tracts. We connect with inmates by letter and disciple them through the CLI Leadership Bible study and the Disciple of Christ program.

Jesus loves the imprisoned and desires a personal relationship with them.

Organizational Information:

Department: Marketing-Communication-Social Media-PR

This position reports to: Executive Director

Classification: Exempt

Personnel Type: Full time 9 AM to 5:30 PM

Purpose and Scope of the Role: Marketing Coordinator

The purpose of the Marketing Coordinator will be to design and administer CLI's marketing, communication and social media. The Marketing Coordinator will be a highly motivated, creative individual with experience and a passion for connecting with current and future volunteers and donors. That passion comes through as he/she engages with the public on a daily basis, with the ultimate goal of turning casual donors into partners. Community leadership and participation (both online and offline) are integral to success. An essential component is communicating the CLI's brand in a positive, authentic way that will attract ministry partners.

Duties / Responsibilities:

- Creative planning and goal setting
- Development of brand awareness and online awareness
- Content management
- SEO (search engine optimization) and generation of inbound traffic
- Design a content and editorial calendar to manage media and plan specific, timely campaigns.
- Above average technical capabilities with computers and software.
- Manage social media marketing campaigns and day-to-day activities including:
- Develop relevant content topics to reach the CLI's target donors.
- Create, curate, and manage all published content (photos, video and text).
- Monitor, listen and respond to users in a "Social" way while cultivating partners.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Oversee design (e.g.: Facebook Timeline cover, profile pic, thumbnails, ads, website, landing pages, Twitter, etc.).
- Design, create and manage promotions and social ad campaigns.
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Analyze key metrics and modify strategy as needed.
- Compile reports for management showing results (ROI).
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal partner online reviews.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Stay current with trends through ongoing education to remain highly effective.

- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Participate in the CLI Resource Development and Marketing committee and make recommendations.
- Work closely with the CLI Development coordinator in various CLI events and fundraisers.

Experience Requirements:

- Minimum Bachelor’s Degree preferred - Communications or Marketing
- 3 years of nonprofit marketing and social media experience, preferably within the Christian community

Working Commitment:

- Must be able to commit to work full time between the hours of 9 AM-5:30 PM Monday -Friday and available to work evenings or Saturdays as needed.
- Minimum family, health or other outside distractions.

Qualifications and Core Competences required:

- Demonstrated skills, knowledge and experience in the design and execution of in marketing, communication and social media
- Pleasant, outgoing, team player. Willing to learn new skills.
- Strong creative, strategic, analytical, organization and personal sales skills.
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.

- High energy, positive, “can-do” attitude, flexibility, teamwork, and attention to detail; high degree of initiative. Self-starter with strong work ethic, able to lead and work independently.
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively. Must speak, read, write and comprehend English perfectly.
- Experience overseeing the design and production of print materials and publications.

Compensation:

- \$40,000 annual salary
- Two weeks paid vacation after one year of service; Major holidays paid
- Benefits

For consideration please email your resume to askaarcli@gmail.com.