



ATLANTA RONALD McDONALD HOUSE CHARITIES (ARMHC)

Job Title: Digital Marketing Manager

Date: October 2024

The Digital Marketing Manager is integral to the success of Atlanta RMHC and plays a vital role in advancing the goals of the organization. This position reports directly to the Director of Marketing and External Relations. The Digital Marketing Manager is responsible for supporting revenue building initiatives, raising brand awareness and increasing the understanding of our mission.

This position leads the development of various types of digital content, including but not limited to the website, social media platforms, digital ads, blog articles, email campaigns, and email newsletters. The Digital Marketing Manager is also responsible for project management, data analysis and content management. The position requires a strong understanding of digital marketing and SEO principles, as well as excellent writing and editing skills. Attention to detail, discretion and confidentiality of donor and Charity information, flexibility, excellent written and verbal communication skills, and a passion for Atlanta RMHC and its mission are required.

Qualifications:

1. Bachelor's Degree or equivalent degree in Advertising, Communications, Marketing, Visual Design or a related field with a minimum of two to five years professional work experience.
2. Possess the following skills and aptitudes:
 - a. Proficient in WordPress, UX design and HTML coding.
 - b. Excellent Adobe Creative Suite programs, in particular InDesign, Illustrator, Photoshop and Premier
 - c. Excellent analytic skills to track marketing data and make recommendations based on trends
 - d. Excellent writing skills, including an engaging voice
 - e. Excellent organizational skills and time and resource management skills
 - f. Excellent communication, presentation, assessment, problem solving, and organizational skills.
 - g. Strong computer skills and knowledge of Microsoft Office Suite (Word, Outlook, Excel, PowerPoint).
 - h. Able to mentor and supervise interns, collaborate with freelancers and web developers and other marketing vendors
 - i. Self-starter, able to work independently as well as part of a team
 - j. Requires prompt performance and strict attention to detail and ability to work independently and take initiative.
 - k. Ability to work under pressure and meet deadlines, including occasional evenings and weekends as needed to achieve goals.
 - l. Ability to balance multiple projects and deadlines simultaneously.

Digital Marketing Manager Duties:

- Create and publish engaging content for various digital platforms including websites, social media, digital ads, blog articles, email campaigns, and email newsletters.
- Collaborate with the Director of Marketing and External Relations and the Creative Content Manager to develop marketing strategies that align with business goals
- Research and stay up to date on industry trends and best practices to ensure content is relevant and effective
- Produce high-quality multimedia content including images, videos, and infographics for digital use
- Monitor and analyze the performance of digital content and adjust strategies as needed
- Collaborate with other ARMHC staff to ensure content is aligned with brand standards, campaign initiatives and event goals
- Stay up to date with digital media technologies and trends and incorporate them into content strategies and tactics
- Manage and maintain relationships with external vendors such as Linchpin, Cookerly, Tharpe Printing, etc.
- Ensure all content is optimized for search engines and mobile access as well as meets accessibility standards
- Manage and maintain Asana projects to ensure timely delivery projects
- Monitor, benchmark and report digital metrics for all marketing campaigns.
- Work with the Creative Content Manager to compile reporting for meetings (including Board and Marketing Committee).
- Review analytics and suggest strategies for better outcomes.
- Track, analyze and maintain reporting dashboards and monitor trends.
- Serve as the content ambassador for the organization.
- Review all messaging to ensure we are adhering to Global Brand Standards.
- Create content standards to guide internal stakeholders.
- Manage relationships and workflows with Web developers to optimize and innovate the WordPress site to meet marketing and fundraising objectives.
- Design, execute and track integrated marketing campaigns to support annual giving and event campaigns throughout the year.
- Create and maintain up-to-date website and content.
- Execute and monitor website SEO and Google campaigns.
- Design email campaigns and maintain relationship with BlackBaud and its Luminate CMS. Monitor trends in email marketing and ensure established benchmarks are met or exceeded.
- Maintain or supervise digital marketing signage system, Visix, and Email signature system, Exclaimer.
- Collaborate with Development and Special Events teams to optimize website content and digital strategies for promoting giving campaigns and events.
- Monitor, benchmark and report digital metrics for Website and digital ad campaigns.
- Design, execute and track compelling quarterly e-newsletters featuring families, donors and volunteers; email campaigns to promote fundraising/PR initiatives.
- Design, execute and track effectiveness of digital ad campaigns for BMW Raffle and other appeal campaigns.
- Monitor and track website analytics to ensure it is optimized for fundraising campaigns and consistently promotes our mission and how to help.
- Support the Creative Content Manager on printed marketing pieces, as needed.

Other Functions

- Attend meetings and functions as designated by the director of marketing and external relations or president & CEO.
- Fill speaking engagement requests when appropriate.
- Edit and assign weekly blog posts on families, volunteers and supporters, help with writing as needed.
- Execute brand awareness digital campaigns to promote organization and its mission to support revenue goals and strategic objectives.
- Local travel in a 90-mile radius to meetings, appointments and McDonald's restaurants for marketing and constituent relations as needed.

Disclaimer

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the position. While intended to be an accurate reflection of the current position, management reserves the right to revise the position or to require that other or different tasks be performed when circumstances change (i.e. emergencies, changes in personnel, workload, rush job, or technological developments)

Physical Demands

- Maintain confidential working files
- Near visual acuity essential for reading
- Talking and hearing essential for communication
- Physically able to climb stairs
- Physically able to transport items up to 50 pounds necessary to set-up events
- Travel on occasion

Approved: _____
Director of Marketing and External Relations

Date:

Accepted: _____
Digital Marketing Manager

Date: