POSITION DESCRIPTION

Title: **Digital Presence Specialist**
Reports to: Communications Pastor
Revision Date: October 25, 2018

Principle Function: Maintaining an active, growing, and high-quality digital presence for Biltmore Church and its ministries.

Position Overview: The Digital Presence Specialist is responsible for ensuring that Biltmore Church has a high quality and effective online presence.

Specific Responsibilities:
1. Social media
   a. Maintain a high quality, growing, social media presence for Biltmore Church and Pastor Bruce.
   b. Respond to questions asked quickly and accurately.
   c. Promote the vision, values, and culture of the church daily.
   d. Promote large scale events and initiatives of the church.
   e. Seek creatively ways to utilize new tools and techniques for online marketing.
   f. Run a continuous campaign for general church social marketing and consistently monitoring results for effectiveness and tweaking as necessary. This includes web retargeting.

2. Web
   a. Use church CMS to update website for current events, initiatives and message series. Proactively remove out of date content.
   b. Implement design standards set by the Communications department for webpages and micro-sites.

3. Email marketing
   a. Create and send a routine newsletter showcasing the upcoming focuses and initiatives of Biltmore Church that is grammatically correct and free of errors.
   b. Write content and send emails for large scale events.

4. Google Adwords
   a. Run a continuous campaign for general church AdWords marketing and consistently monitor results for effectiveness and tweaking as necessary.
   b. Run campaigns for large church wide events like Easter, Christmas Eve etc.

5. SEO management
   a. Help ensure that all data (addresses, service times) is correct across web services (Social Channels, GMB, Google Maps, Apple Maps etc.)
   b. Maintain meta tag descriptions for web pages, and that images are labeled and tagged correctly.
   c. Follow general SEO practices, consistently monitoring results for effectiveness and tweaking as necessary. Proactively learn and implement new techniques.

6. Other
   i. Attend creative meetings as requested.
   ii. Use project management software (Basecamp) continuously and ensure items are done within the needed timeframe.
   iii. Work with the Project Coordinator to ensure that all items are adequately proofed and free of grammatical and information errors.

Skills and requirements:
- You must provide a portfolio demonstrating great creative taste, broad array of styles and a good grasp of current video concepts and techniques. Any candidate that does not include a portfolio will not be considered.
- You have advanced knowledge in the Adobe Creative Suite and web programming languages.
- You have excellent written communication.
- You're organized and a self-starter.
- You must work on-site at our Arden campus.
- You commit to personally upholding the ethics and values of Biltmore Church.