



Oblate Service Corporation

Missionary Association of Mary Immaculate - USA

JOB OPENING

The Missionary Oblates of Mary Immaculate are specialists of difficult missions. Our 3,500 priests and brothers help the poor and abandoned in the United States and seventy countries around the world.

Our nonprofit mission development and fundraising office, located in Belleville, Illinois, and San Antonio, Texas, raises donations for the Missionary Oblates so they can conduct their missionary work.

We are seeking a **Digital Marketing Manager** – Full-Time, Exempt

Summary of Position

The Digital Marketing Manager oversees the digital marketing team for planning, building, executing, and analyzing digital marketing campaigns in English and Spanish to publish in various online channels such as emails, website, social media and ads in efforts to communicate the Oblate charism and increase donation to support the Oblate Ministries who serve the poor and most abandoned people in the United States and 70 countries around the world.

This position works in coordination with the Director of Fundraising Operations, Director of Analytics, and the Oblate Executive Director to provide strategic decisions, goals, and measurable results.

Essential Duties and Responsibilities

1. Develops, implements, and executes digital campaigns strategies for posting webpages, emails, videos, and social media (Facebook, Instagram, etc.) to support printed campaigns.
2. Develops and schedules the digital campaign strategy for posting webpages, emails, videos, and social media (Facebook, Instagram, etc.) in support of the printed campaigns.
3. Assures the digital campaign strategy is in coordination with the printed campaigns to include copy, graphics, and message.
4. Develop a plan for optimization of ad campaigns to reach a wider audience and retarget a responding audience in coordination with the Director of Analytics.
5. Coordinate with Director of Analytics to develop ask arrays, segmentation, selection and tags and groups for emails and social media postings.
6. Work with the Website Coordinator to set up website landing pages, donation web pages, and product/premium web pages in accordance to established procedures and codes structure for assuring appropriate gather of information and results.
7. Monitor and evaluate webpages and online media campaigns to keep fresh, current, and effective to include removal of non-current online campaigns.
8. Analyze web traffic and social media results using Google Analytics, Facebook Insights, and other analysis tools as needed.
9. Provide weekly reports on email and revenue analytics to the Directors.
10. Assists Oblate entities (Lourdes Grotto, Our Lady of Snow Shrine, Oblate School of Theology, and other Oblates) with digital campaigns, promotional efforts and social media as directed.
11. Collaborate with the Director of Analytics to set up and analyze statistically valid online A/B and multivariate tests through email and social media.
12. Maintain working knowledge of our website platform (WordPress) and email platform (Mailchimp), and how they function with our donor database (Studio Enterprise). Work with IT and Data Analytics to troubleshoot any issues with the transfer of data between programs.
13. Works with fundraising, analytics, IT, and operation to discuss plans and strategies for digital campaigns.

Qualification Requirements

1. Associate's degree or higher in marketing, digital marketing, communications, or a similar field is required.
2. Five or more years of experience executing digital marketing campaigns, required.
3. Email marketing, social media, ad campaigns, and search engine marketing knowledge, required.
4. Experience with WordPress or similar CMS, and basic working knowledge of HTML and CSS, required.
5. Understanding of direct mail fundraising, required.
6. Certification in Google Analytics, preferred.
7. Understanding data structure and flow in email, donor data base and webpage platforms, required.
8. Working knowledge of Microsoft Office including Excel, Word, and Teams, required.
9. Exceptional organizational skills, required.
10. Knowledge of online project planning and implementation, required.
11. Ability to work collaboratively among multiple teams in a demanding environment, required.
12. Excellent written and verbal communication skills, required.
13. Bilingual in English and Spanish, preferred.

Location

San Antonio, TX, or Belleville, IL

Education and/or Experience

Associate's degree or higher in marketing, digital marketing, communications, or a similar field is required.
Five or more years of experience executing digital marketing campaigns, required.

Work Hours

Full-Time, M-F and weekends as required.

The successful candidate is required to be in the office full-time for the first one year of employment.

Interested candidates should send resume and salary requirements to:

Diann Donjon at ddonjon@omiusa.org or Magda Valdez at mvaldez@omiusa.org

Employee referrals are welcomed.

Oblate Service Corporation and its affiliates are an Equal Opportunity Employer