

Digital Marketing Manager

LeaderTreks (LT) is seeking a high-energy, Marketing Manager with Christian ministry experience. This individual will have oversight for the LeaderTreks digital marketing campaigns. They must be willing to work in a collaborative environment and have an understanding of the Christian youth ministry market.

Responsible to: President

This position is:

- full-time
- eligible for remote work

Job Summary: The Digital Marketing Manager (DMM) is responsible for presenting the LeaderTreks brand to the marketplace through the following:

- Website traffic
- SEO rankings
- Email marketing
- Inbound marketing
- Blog
- Social media

Required Skills

- Bachelor's degree in marketing or related field
- 3+ years of experience in digital marketing and advertising
Excellent grasp of social media and website metrics, and best practices
Demonstrable experience with email marketing, lead generation and SEO
- Youth ministry experience at a local church and knowledge of the youth ministry market

Things that would impress us:

- Currently involved in your church's youth ministry
- Google AdWords certification
- Strong written and verbal communication skills/copy writing experience
- Personally active in social media
- Adobe Creative Cloud Apps experience

The Digital Marketing Manager must also fulfill all requirements of LeaderTreks Staff which are outlined in the LeaderTreks Staff Training Manual and staff handbook including but not limited to:

- LeaderTreks policy and procedures, Staff Values, Trip Policy, and Standard of Conduct
- Following LeaderTreks documentation
- Daily office communication including phone messages, emails, and inter-office memos.
- Assisting with accounting procedures
- All other duties as assigned

This role requires a high level of creativity, attention to detail, and project management skills. It also includes the management of staff members assigned to your department.

About Us

First and foremost, we love Jesus and his church. Our mission at LeaderTreks Youth Ministry is to develop leaders to fulfill the Great Commission. We do this by supporting church youth workers and providing intentional curriculum and experiences that grow students as disciples and develop them as leaders.

LeaderTreks Youth Ministry uses trips, innovative training, and curriculum to create laboratories where students can learn, face challenges, and be transformed. Laboratories allow students to experience truth, as well as hear truth, so they can grow into their potential. This is why our curriculum provides experiential learning activities. This is also why we use challenge on all our trips to help students catch a glimpse of their personal potential and start down the road of using that potential. Our goal is not to just make students happy—we want to see them grow as followers of Christ.

Our organization's culture is based on our shared values—purpose, innovation through creativity, excellence and adventure. While our culture may include things like adventure days and free company lunches, it's built on the character, attitudes, and behaviors that create the kind of place everyone wants to work in. We are a team that shares a mission.

We are a collaborative work environment where good ideas come from everyone. We want to grow and have fun doing it. We promote work/life balance and encourage constant learning by offering training, optional mentorship, and a trajectory for career advancement.

We also believe in sharing rewards and have a company-wide profit-sharing plan that everyone can take part in after 2 years of employment.

We were founded in 1994 as a 501(c)(3) non-profit.