

Marketer Job Description

Reports To: Team Leader or designee.

Overview

A Marketer will consider and understand the aspects of a media to disciple making movements end-to-end strategy. Their responsibilities will include the development of media content and to create ads to identify true seekers and potential persons of peace whom Multipliers can then meet offline. They are fishermen who identify the felt needs of a targeted audience, present a relevant message addressing those needs, and draw seekers into deeper engagement with Digital Responders. Staying up to date with social media trends will be essential. This will ensure delivery of the right message at the right time.

Responsibilities and Duties

The Marketer will work with the OneKingdom team and monthly with Core teams in our network by carrying out the following responsibilities and duties:

- 1. Identify and Refine Personas:** Determine targeted audience (or “persona”). This is the process of developing a representation of your ideal contact as you write content, design call-to-actions, run ads, and establish filters. The Marketer will be responsible for shaping and refining the persona over time.
- 2. Develop Relevant Messaging:** Determine the persona’s greatest felt needs. What does the persona need to hear? What is the best way to share this message?
- 3. Create Content Campaigns:** Brainstorm content campaigns with various themes that address obstacles, pain points, or events that are significant to the targeted persona and draw in seekers so they will take increased steps of deeper engagement and begin to discover, share, and obey the Word.
- 4. Posting Content and Ad Creation:** After posting content, the Marketer can then turn these into targeted ads.
- 5. Evaluate and Modify Ads:** Manage ad campaigns using analytics and make necessary adjustments.
 - Page visits
 - Time spent on site/page
 - Which pages are visitors going to?
 - Which pages are visitors leaving from?
 - Relevancy

6. **Evaluate Seeker Progress:** Determine if content and ads are helping to identify true seekers or potential persons of peace. Are contacts becoming disciples who go on to make disciples? What changes need to be made if they are not?
 - maintain an end-to-end marketing strategy by gathering data, stories, and relevant issues from the field to enhance online content and adjust the persona
 - determine the spiritual pathway a seeker is on
 - determine if the message is answering the persona's felt needs and if it's helping them to become more open to considering the message that is shared
 - evaluate if the content is fostering manageable steppingstones toward a response from seekers

7. **Expand Into Additional Social Media Platforms:** Exploring ways to utilize other platforms and integrating Echo and the Disciple.Tools plugin into these platforms will be essential.

Qualifications

Must be a strong disciple of Christ with a desire to make disciples. A college degree is preferred but not required and technical skills are also desirable. An effective Marketer:

- has a strong understanding of relevant social media platforms used by the targeted audience
- has a willingness to learn new platforms as technology changes
- has ability to troubleshoot and creatively overcome technical obstacles
- is excellent in oral and written communications skills
- demonstrates strong teamwork and collaborative abilities
- is a self-starter with the ability to work autonomously while meeting stated objectives

General Sign-off: I have read and understand this explanation and job description and accept the responsibilities as outlined.

Signature: _____ Date: