



Oblate Service Corporation

Missionary Association of Mary Immaculate - USA

JOB OPENING

The Missionary Association of Mary Immaculate-USA, a division of Oblate Service Corporation, is seeking applicants for a Full-Time Digital Marketing Supervisor. We are a nonprofit mission development and fundraising office, located in Belleville, Illinois and San Antonio, TX. Our fundraising and marketing organization is rapidly evolving. We are working to maximize donations from current donors, acquire new donors, and move toward more online giving. We are seeking an individual who can challenge the status quo and raise the bar with every initiative and campaign appeal.

Summary of Position

The Digital Marketing Supervisor plans and oversees all aspects of digital marketing campaigns from content planning through campaign execution to effectively increase donation revenue through email, organic and paid traffic, social media, and other online channels. The primary focus is to increase revenue to support the Missionary Oblates of Mary Immaculate USA, who serve the poor and most abandoned people in the United States and 70 countries around the world.

This hands-on position requires planning of campaign content and donation asks while leading the team in developing and executing email, social media, and website content and graphics.

This position will work with the Director of Fundraising in making strategic decisions and work with the Data Analytics team to analyze campaign results. All efforts will need to complement and supplement print campaigns. This position will work with the Fundraising team to coordinate scheduling and consistent messaging across all channels.

Essential Duties and Responsibilities

1. Develop a communication plan for website updates, emails, videos, livestreaming, and social media (Facebook, Twitter, Instagram) campaigns/posts. Work with the Fundraising team to implement as scheduled.
2. Coordinate the scheduling, writing, and design of daily and weekly emails, paid and organic social media content, digital advertising, and videos.
3. Work with the Website Coordinator to set up landing, donation, and product/premium web pages. Critique the accuracy of all information and navigation, including copy, images, and coding for all newly developed pages.
4. Coordinate livestreamed video events at the Shrine of Our Lady of the Snows (Belleville, IL) and Our Lady of Lourdes Grotto and Guadalupe Tepeyac (San Antonio, TX) with appropriate onsite staff.
5. Promote and distribute livestreamed and other video content through various web channels as needed.
6. Work with the Director of Data Analytics and the Director of Fundraising on developing the ask arrays.
7. Work with the Director of IT, the Director of Data Analytics, and the Director of Fundraising to identify the appropriate selections, segmentation and tagging within our email platform to ensure that all accounts are receiving the intended email communications in accordance with business rules.
8. Analyze web traffic and results using Google Analytics, Facebook Insights, and other analysis tools as needed.
9. Provide weekly reports on email and revenue analytics to the Director of Fundraising.
10. Create content, and define audiences for paid search and social advertising, and monitor campaigns to meet reach and revenue goals within budget.
11. Coordinate with Oblate School of Theology (San Antonio, TX) to develop promotion of online video courses through email and Facebook campaigns, as needed.
12. Work with the Director of Data Analytics to set up and analyze statistically valid online A/B and multivariate tests through email and social media.

13. Attend all department meetings as needed, including strategy and creative meetings, to maintain an understanding of current messaging to adapt for online communications.
14. 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.
15. Continually monitor changes and innovations of digital platforms and programs to ensure that we are effectively and efficiently communicating with current and prospective donors. Assist with implementation of new technologies.

Education and Experience

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 is required.
3. Strong understanding of direct mail fundraising execution is required.
4. Email marketing, social media advertising and search engine marketing knowledge is required.
5. Experience with WordPress or similar CMS, and basic understanding of HTML and CSS is required.
6. Certification in Google Analytics 4 is preferred but not required.
7. Understanding data structure and flow is required.
8. Working knowledge of Microsoft Office including Excel, Word and Teams is required.
9. Exceptional organizational skills are required. Must demonstrate knowledge of online project planning and implementation.
10. Ability to work collaboratively among multiple teams in a fast-paced environment is required.
11. Excellent written and verbal communication skills are required.
12. Bilingual (English-Spanish) preferred, but not required.

Interested candidates should send resume and salary requirements to:

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

Job Closing date: August 31, 2023

Employee referrals are welcomed.

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