



Every Home for Christ, headquartered in Colorado Springs, CO, is an international mission organization focused on the Great Commission. We systematically reach the lost by going home to home with the Gospel in over 130 nations, and disciple all new believers that come to Christ. We have reached more than 3 billion homes with the Gospel and have seen over 150 million people respond to the Gospel.

US Digital Asset and Marketing Coordinator

Location: Colorado Springs, CO

Status: Regular, full-time

Responsibilities

- Maintains a personal relationship with Jesus Christ. Is a consistent witness for Jesus Christ, maintains a courteous, Christ-like attitude in dealing with people within and outside of Every Home for Christ.
- Adheres to the Biblical standards of moral conduct, EHC vision statement, EHC statement of faith, EHC's Employee standards and policies, EHC's Covenant of Harmony and upholds Every Home for Christ's ministry in prayer.
- Prioritize, experiment, iterate, and learn what channels, messaging and positioning are driving the most volume to EncounterLife sites and products through SEO/SEM, content marketing, affiliate marketing, analytics, referral marketing, email marketing, digital marketing, and social marketing campaigns.
- Work closely with Web Department to implement or modify content and SEO on websites, landing pages, and other technologies.
- Perform ongoing keyword discovery and audience research to identify content gaps and opportunities to drive content planning/creation.
- Maintains relationships with in-kind partners to increase advertising opportunities and to strengthen marketing relationships between organizations.
- Manage relationships and responsibilities of external ad agencies or advertisers including assigning projects, controlling quality, and providing approval on final deliverables.
- Take ownership of project needs/requests to ensure they are facilitated through to completion within the required timeframe. This includes setting up new project meetings with project owners to discuss scope and estimated timeframes for final product. It also includes communicating project status when deliverables change from the original expectations.
- Manage ad spend for varying platforms to stay within the determined budget across all marketing channels.
- Execute marketing plan for US events including website link tracking, attendee conversion, mass email management, social media marketing, SEO/SEM, and ongoing analytics.
- Responsible for staying current with cutting edge marketing principles, method, technologies, etc
- Performs other functions as requested.

Qualifications:

- Has a personal relationship with Jesus Christ
- Firm believer in the power of the printed Gospel, the Every Home for Christ methodology and the mandate of the Body of Christ to make disciples
- Strong passion for evangelism, discipleship, prayer - especially in the US
- Education: Bachelor's in Marketing AND 2 years of marketing experience
- Basic Knowledge of HTML, SEO, and Analytics Experience
- Knowledge and expertise in successful marketing and church engagement principles
- Strong project management leadership that provides successful motivation and direction
- Strong collaboration skills, team work
- High attention to detail; High level of flexibility; Effective time management skills
- Ability to work with others under tight deadlines, high quality standards, last minute changes
- Possess a servant's heart

Base pay will depend on experience.

To Apply: In order to be considered, please complete application online www.ehc.org/employment

The above statements are intended to describe the essential functions of this job. It may be necessary for a person to perform other tasks as needed.