

Position Title: Digital Media Manager

Purpose

The Digital Media Manager is part of a highly collaborative team that advances Exodus' mission and goals using online platforms in compelling ways. This position creates multimedia content that captures the heart of our mission of mobilizing the Christian community to welcome and befriend refugees. Working closely with the Director of Communications, the Digital Media Manager assists with social media, website management, email marketing and volunteer engagement tools.

Duties and Responsibilities

1. Manage digital platforms for volunteer training and management, event management, email marketing and more. Update content and design to ensure visual brand standards and messaging are consistent in all instances. Identify the best platform for new needs as they arise, maximizing use of current platforms and recommending new ones if necessary.
2. Assist in the planning, creation, and execution of multimedia communications efforts. Generate and post multimedia content for social media and other communications mediums, which includes shooting basic photos and/or video at Exodus program activities.
3. Assist with project management and production of multimedia for events (virtual and live) and support event planning and execution.
4. Create and edit short videos for use on social media, website and email marketing. Collaborate with team members to identify desired outcomes, assist with developing scripts, guide participants in making recordings, and edit video using iMovie or other platforms. Includes layering music, photos, title slides, etc.
5. Create and reformat basic graphics (i.e. pair images with text) for use in digital and print mediums. Size, edit and retouch images using photo editing software.
6. Create new and edit existing webpages with provided content. Includes creating and managing forms, pop-ups and bounce-backs. Contribute to new webpage content development.
7. Regularly compile and review key communications metrics; help develop new ways to increase engagement and expand audience across communications platforms.
8. Create basic flyers, handouts and PowerPoint presentations with text provided.
9. Provide assistance and support to the Director of Communications as needed.
10. Manage digital assets library.
11. Perform other duties as assigned.

Knowledge, Skills and Abilities

1. Commitment to Exodus World Service's Christian mission and values.
2. Experience developing graphics and multimedia in a professional setting for a variety of communications channels, including email marketing, web, and social media. Familiarity with best practices and standards for graphic and video across platforms.
3. Experience managing websites and other digital platforms.



4. Proficiency in Adobe Creative Cloud Suite (InDesign, Illustrator, Photoshop), Microsoft Office, Google Suite, Word Press (or similar CMS) and ConstantContact (or similar email marketing system). Experience with Elementor page builder, video production, HTML and/or CRM database a plus.
5. Excellent design, verbal and written communication skills.
6. Ability to work well independently and as part of a highly collaborative team. Self-motivated with a high level of organization, detail and time management skills.
7. Strong critical thinking skills and the ability to work well in a dynamic environment.
8. Ability to multi-task in a fast-paced environment.
9. Experience relating to diverse groups of people. Knowledge of refugee and cross-cultural concerns a plus.

Education

Bachelor's degree in communications, marketing or related experience.

Location

Exodus World Service office in Park Ridge, IL, with flexibility to work remote as appropriate.

Travel Requirements

Valid driver's license with ability to drive to area appointments as needed. Occasional international travel may be required.

Job Classification

Full-time exempt. Work generally conducted Monday – Friday, 9am – 5pm, with some weekend and evening availability required.

Benefits

Eligible for paid time off, health insurance and retirement benefits.

Position Reports to: Director of Communications

About Exodus World Service

Founded in 1988, Exodus World Service's mission is to mobilize the Christian community to welcome and befriend refugees. We do this by educating churches about the plight of refugees, connecting volunteers with refugees through practical service projects and empowering others to champion refugee ministry.

How to Apply

Please submit cover letter and resume to hr@exodusworldservice.org.