



Adventist Young Professionals

Department of Marketing
Digital Marketing Specialist

The Digital Marketing Specialist manages the day-to-day execution of digital content across social media, email, and other platforms. This role ensures effective promotion of events and materials, works with teams to review tech projects, and brings fresh ideas to enhance AYP's digital presence.

He/she is responsible for:

1. Manage the day-to-day flow of social media content, ensuring timely and accurate posts for events, announcements, and community engagement.
2. Coordinate the promotion of convention materials through social media, email newsletters, and other digital channels.
3. Collaborate with the technology team to ensure smooth integration of tech projects with digital marketing initiatives.
4. Assist with the creation and distribution of newsletters, maintaining branding and communication standards.
5. Bring fresh ideas to enhance digital engagement, exploring new tools and trends to improve content and strategy.
6. Assisting the Digital Marketing Manager with additional responsibilities as requested.

Reports to:

Digital Marketing Manager

Reports:

None directly, but collaborates with design, content, and other digital marketing specialists.

Time Commitment:

3-5 hours per week

Qualifications:

The Digital Marketing Specialist should have experience in social media management, content creation, and collaboration with teams, with strong skills in digital marketing strategy and project coordination.