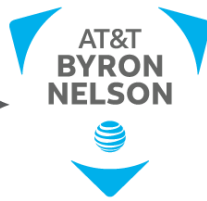




HOSTS THE



WHICH BENEFITS



Digital Specialist

Reports to: Director of Marketing

Employment Status: Full-Time, Non-Exempt

Founded in 1920, Salesmanship Club of Dallas is composed of more than 600 business professionals focused on philanthropy and community. Throughout the year, Club members serve on official committees, engage in volunteer activities, and raise funds for Momentous Institute, the organization officially established by the club more than 35 years ago that is dedicated to innovative mental health services, education, and professional training to strengthen children, families, and communities.

The AT&T Byron Nelson, an official stop on the PGA TOUR, continues to be the banner fundraising effort of the Salesmanship Club of Dallas. All proceeds from the AT&T Byron Nelson benefit Momentous Institute.

Role:

The **Digital Specialist** is responsible for the digital footprint of Momentous Institute and all fundraising efforts of the Salesmanship Club of Dallas (inclusive of the AT&T Byron Nelson), overseeing our websites, social media, digital marketing and email marketing strategy and execution. Working closely with the marketing team and internal partners, the digital specialist is responsible for promoting events, products, and ideas in a dynamic and inspirational way.

Responsibilities:

The job responsibilities for this position will include, but are not limited to:

- Create, manage, and execute original, high-quality content on owned social media platforms leveraging trends and opportunities to increase brand presence/social engagement
- Develop and executive strategic digital advertising plan.
- **Optimize** SEO efforts to enhance content marketing and growth, keyword analysis, and link building strategies.
- Create, execute, measure, and report performance of all digital marketing campaigns, and assess against goals and overall strategy
- Maintenance of organization's webpages including working with outside vendors and resources
- Provide creative and innovative solutions for utilizing industry trends and digital product knowledge.

Qualifications:

Education

- Undergraduate degree in communication, marketing, advertising, or related field.

Experience

- A minimum two years of relevant experience in digital marketing
- A demonstrated track record in increasing an organization's digital audience and engagement
- Proven experience managing multi-functional websites and platforms
- Ability to identify and interpret relevant data and analytics, and to use it to drive future decision-making

Required skills and attributes:

- Project management experience, planning and executing projects within scope, cost and schedule.
- Flexibility to deal with unanticipated projects that have tight turnaround times.
- Demonstrated commitment to working as part of a team including the ability to develop collaborative relationships with a wide variety of stakeholders, both in-house and externally.

- Willingness to listen to feedback from others and find the best ways to incorporate diverse and sometimes conflicting input.
- Conceptual thinking and ideating
- Proficiency in mobile video/photo production and editing, including native and emerging social formats
- Strong storyteller and copywriter
- Proficiency in using Adobe Creative Suite (including Photoshop, InDesign, Illustrator, After Effects), Premiere or Final Cut Pro and native editing tools a plus
- Animation skills a plus.
- Experience managing digital ads on Google, Facebook, and Instagram
- Google certification and HTML experience a plus.

Desired personal qualities: integrity, initiative, energy, enthusiasm, flexibility, ability to receive feedback, and a sense of humor.

Physical Demands:

- Occasionally ascending or descending stairs
- Occasionally moving self in different positions to accomplish tasks in various environments including tight and confined spaces
- Constantly remaining in a stationary position, often standing, or sitting for prolonged periods
- Occasionally adjusting or moving objects up to 15 pounds in all directions
- Occasionally operating motor vehicles
- Occasionally assessing the accuracy, neatness and thoroughness of the work assigned

Interested:

Applications are currently being accepted and the position will remain open until filled. Candidates from diverse backgrounds are encouraged to apply. Please send letter of interest and resume to:

marketing@salesmanshipclub.org

Momentous Institute maintains a policy of non-discrimination for all employees and applicants in every facet of the organization's operations. Momentous Institute hires, trains, and promotes all qualified employees without discrimination on the basis of race, color, sex, religion, national origin, age, military status, disability, genetic information, gender identity, or sexual orientation.

All employment offers are contingent upon successful completion of a criminal background investigation, including a check of the National Sex Offender Registry.

Policy Statement

No form of abuse will be tolerated, and confirmed abuse will result in immediate termination. Momentous Institute will fully cooperate with authorities if allegations of abuse are made requiring investigation.