



Digital Marketing Manager

Job Description: Digital Marketing Manager

Salary: \$40,000-\$45,000 (+ health contribution and matched retirement benefits) depending on experience

Overview

The Good Book Company is seeking a Digital Marketing Manager to enhance the promotional strategy in the North America market. Responsibilities will include overseeing product launches, producing compelling multimedia content and optimizing our digital marketing for a US audience. We're looking for an energetic all-rounder who has proven creative and analytical skills to take our marketing to the next level. This role will make a key contribution towards maintaining and exceeding our current rapid expansion in the US market.

Location

Charlotte, NC

Responsible to

Vice President of Marketing

RESPONSIBILITIES

Summary

With the support and expertise from our Marketing, IT and Design Departments:

- Lead on implementing our US marketing strategy
- Optimize US digital promotion channels
- Produce multimedia content to support product launches and campaigns
- Manage product launches for key US titles
- Feed into the wider global marketing strategy
- Contribute to the ongoing growth and cultivation of our direct to consumer database

Content production

- Produce and refine top quality marketing content including articles, video, audio, and promotional graphics.
- Ensure content is delivered to maximum reach and engagement across our email, social media and partnership platforms

Product launches

- Manage key US title releases and coordinate effective launch campaigns
- Work directly with authors to maximize platform opportunities
- Identify relevant publicity and sponsorship opportunities
- Compile a package of supporting content for each new release



Advertising

- Develop our Amazon marketing profile
- Coordinate and optimize our existing digital advertising program (Facebook and Google AdWords)

Other

- Measure and analyze marketing performance
- Feed into ongoing development of website UX
- Build special marketing landing environments for marketing campaigns
- Represent The Good Book Company at key Evangelical events and conferences as required
- Work with the wider marketing team to generate ideas and plan coordinated campaigns, and fulfill any tasks related to the marketing strategy

SKILLS

Essential

- A proven flair for marketing and communications
- Ability to coordinate and deliver a project according to brief
- Excellent written and content production skills
- Video editing (Final Cut)
- Proficient in Word, Excel and/or Google Docs
- Basic design skills (InDesign)
- Knowledge of digital advertising infrastructures

Desirable

- Audio editing
- Ability to generate reports using appropriate analytical tools

CHARACTER AND EXPERIENCE

Essential

- College degree in a relevant course of study
- 3-5 years of marketing experience, preferably in a publishing environment
- Self-motivated, enthusiastic and able to work independently
- Passion for good content marketing
- Appreciation of deadlines
- Organised and attention to detail
- Ability to travel to events
- A committed Christian with an understanding of Evangelical church needs
- Video and/or audio editing
- Some digital advertising experience
- Willingness to travel to the UK once a year

Desirable

- Understanding of the pressures and priorities of Christian churches and their staff
- Experience setting up audio and video production

To apply, please send us your résumé along with a cover letter and some examples of previous promotional work to **Abigail Talbott** (abigail.talbott@thegoodbook.com) explaining why you would like to join The Good Book Company and why you might be the person we are looking for.