



CHURCH *of the* INCARNATION

Job Title: Digital Communications Manager

Department: Communications

Reports to: Director of Communications

Work Hours: Full Time, Monday – Friday. *Occasional nights or weekends may be required.*

Whom We Seek: We are seeking a creative, strategic, and detail-oriented Digital Marketing Manager to lead Church of the Incarnation's digital communications efforts. This position is responsible for managing the church's website, email marketing, social media, video content, and digital analytics while developing and implementing strategies that increase engagement and strengthen our online presence. The successful candidate will support the mission and values of Church of the Incarnation and demonstrate professionalism, integrity, creativity, and a collaborative spirit in all aspects of the role.

Duties and Responsibilities:

- **Digital Marketing Strategy:** Develop and implement integrated digital marketing strategies that support parish priorities, increase engagement, strengthen the Church of the Incarnation brand, and advance ministry goals across all digital platforms.
- **Website Strategy & Management:** Develop and implement website content strategies while creating and maintaining pages, publishing ministry and event information, designing digital graphics and banners, managing digital assets, and ensuring an engaging, user-friendly experience aligned with Church of the Incarnation's brand standards.
- **Email Marketing:** Design, build, proof, and schedule email communications that support worship, ministries, events, and stewardship initiatives, ensuring timely delivery, visual excellence, and consistency with Church of the Incarnation's brand standards.
- **Social Media:** Create, schedule, and publish social media content that supports worship, ministries, events, and parish life by designing graphics, editing photos and short-form video, writing captions, coordinating posting schedules, and ensuring all content is visually engaging, timely, and aligned with Church of the Incarnation's brand standards.

- **Video:** Create and edit video content that supports worship, ministries, events, and parish life by capturing footage, editing short- and long-form videos, incorporating graphics, music, and captions, and preparing content for web, email, and social media while maintaining Church of the Incarnation's brand standards.
- **Analytics:** Monitor and analyze the performance of website, email, social media, and other digital communications by tracking key metrics, preparing reports, identifying engagement trends, and recommending improvements to strengthen digital communications.
- **Project Management:** Manage multiple digital communications projects simultaneously by coordinating timelines, collaborating with ministry leaders, prioritizing requests, and ensuring projects are completed accurately and on schedule.

Qualifications and Core Competencies:

- Bachelor's degree in Marketing, Communications, Digital Media or a related field (or equivalent professional experience).
- 3–5 years of experience in digital marketing, communications, or content management.
- Demonstrated experience managing websites through a content management system (CMS), including creating pages, publishing content, and maintaining digital assets.
- Experience using digital marketing platforms such as email marketing software, social media management tools, website content management systems, and analytics platforms.
- Experience developing and executing email marketing campaigns, including email design, audience segmentation, scheduling, and performance reporting.
- Proven experience managing social media platforms, creating engaging content, and maintaining consistent brand messaging across channels.
- Proficiency in Adobe Creative Cloud, particularly Adobe InDesign, Adobe Photoshop, and Adobe Illustrator.
- Experience creating and editing video content using industry-standard editing software.
- Strong understanding of digital marketing best practices, including SEO fundamentals, accessibility standards, and user experience principles.
- Experience using analytics tools to monitor website, email, and social media performance and translate data into actionable recommendations.
- Exceptional writing, proofreading, and editing skills with strong attention to detail.

- Excellent organizational and project management skills with the ability to manage multiple priorities and deadlines.
- Strong interpersonal and communication skills with the ability to collaborate effectively with ministry leaders, staff, volunteers, and external vendors.
- Ability to work independently while contributing positively to a collaborative team environment.
- Willingness to work occasional evenings and weekends to support major worship services, church events, and special projects.

To Apply:

Please submit a cover letter and résumé to Meredith Turner, Director of Communications at mturner@incarnation.org.