



Oblate Service Corporation

Missionary Association of Mary Immaculate - USA

JOB OPENING

The Missionary Oblates of Mary Immaculate are specialists of difficult missions. Our 3,500 priests and brothers help the poor and abandoned in the United States and seventy countries around the world.

Our nonprofit mission development and fundraising office, located in Belleville, Illinois, and San Antonio, Texas, raises donations for the Missionary Oblates so they can conduct their missionary work.

We are seeking a **Digital Marketing Specialist** – Full-Time, Non-Exempt

Summary of Position

Provides support for the digital marketing team by executing and tracking seamless digital marketing campaigns utilizing the MailChimp email platform, social media tools, and website landing pages. Performs audience segmentation and management, tagging and automation in MailChimp to optimize audiences for personalized email campaigns. Schedules and posts content and graphics, optimizes SEO and keywords, and monitors ad spending and results to ensure continuous improvement in our digital marketing efforts.

Essential Duties and Responsibilities

1. Track the digital marketing schedule to ensure content and graphic assets are ready when needed.
2. Assist with the execution of email and social media campaigns in alignment with the design and objectives for Fundraising.
3. Set up and optimize Mailchimp audiences based on specific CTAs, tagging and automation to ensure audience segmentation for personalized email campaigns based on subscriber tags and audience segmentation.
4. Assist with maintaining and uploading appeal content and graphics in MailChimp, social media and the website.
5. Ensure content and links are formatted, UTMs are in place and links to donation pages are correct.
6. Assist with initiatives for integrating campaigns for multi-channel communications (direct mail, website appeals and content, social media, telemarketing, advertisement, e-mails, etc.) to generate greater donor activity/interaction through the website, social media, and Google AdWords.
7. Assist with maintenance of the website by posting Fundraising appeals, club information, mission news, daily prayers, events, etc.
8. Coordinate campaign codes to ensure they are active.
9. Suggest website links for landing pages, keeping in mind what has been used before, and coordinate with the Website Coordinator.
10. Review deliverables to ensure adherence to standards and test all links
11. Send internal test messages to the team for further review.
12. Utilize knowledge of SEO and search engine ads.
13. Create search engines and social media ad campaigns using existing content.
14. Help monitor search engine and social media ads to ensure optimization of budget, audience, keywords, and messaging.
15. Schedule and upload social media posts.
16. Monitor media ad spending to ensure it is in line with the budget.
17. Extract data and prepare weekly reports on the campaigns. Evaluate campaign analytics for email campaigns, social media ads, and website; and deploy knowledge for continuous improvement.
18. Other duties as required.

Qualification Requirements

- Expert knowledge of MailChimp.
- Proficiency in MS Word, Excel, and Outlook required.
- Demonstrated experience with social media platforms (Facebook, Twitter/X, LinkedIn, Instagram, etc.)
- Ability to use and work with WordPress required, HTML and CSS, preferred.
- Ability to read, track and interpret website data (Goggle Analytics or similar), preferred.
- Proficient understanding of online best practices, (customer experience, SEO, web design, etc.).
- Working knowledge of search engine optimization and mobile platforms, preferred.
- Bilingual English and Spanish skills, (reading, speaking), preferred.
- Ability to effectively coordinate work processes across multiple departments required.
- Strong organizational skills required.
- Proactive, self-motivated, hands on, and results oriented, required.
- Demonstrate sharp attention to details in work, required.
- Excellent editing, proofreading, and listening skills required.
- Ability to meet deadlines, required.
- Ability to work as a team player, required.
- Ability to work with a wide range of people required.
- Knowledge of the Roman Catholic Church and philosophy, preferred.

Education and/or Experience

An Associate degree in Marketing, Business, or related field, Bachelor's preferred. Proofreading and direct marketing experience, preferred.

Work Hours

Full-Time, Non-Exempt M-F and weekends as required.

The successful candidate is required to be in the office full-time for the first one year of employment.

Interested candidates should send resume and salary requirements to:

Diann Donjon at ddonjon@omiusa.org or Magda Valdez at mvaldez@omiusa.org

Employee referrals are welcomed.

Oblate Service Corporation and its affiliates are an Equal Opportunity Employer