



womensministry.net

A Jennifer Rothschild Ministry

4319 South National Ave., Suite 303
Springfield, MO 65810
417.888.2067

Marketing Specialist

Reports to: Executive Editor

Hours per Week: 10-30 (depending on breadth of responsibilities)

Pay: Commensurate with experience and skill

Description: Responsible for gaining exposure for **womensministry.net**, Fresh Grounded Faith and Jennifer Rothschild Ministries via online media and face-to-face opportunities such as trade shows, conferences and accompanying print media

Communication Flow:

- Executive Editor: reporting and marketing plan
- Managing Editor: advertising and design
- Operations Specialist: customer support and publication quality

Skills Needed: broad understanding of social media and email marketing, analytical, organization and communication capability and technical proficiency.

Responsibilities:

- Initiate and execute a strategic plan for online marketing via email, social media, affiliate marketing and Google ads
- Review and analyze membership acquisition, retention and loss to determine opportunities for improving customer loyalty
- Communicate strategic marketing plan to team members in order to enhance a cohesive womensministry.net brand
- Conduct surveys among newsletter subscribers, WM Premium members and other available audiences to maintain clear communications
- Investigate opportunities to expose WM.net via trade shows, conferences, etc.
- Coordinate membership, product and advertising sales
- Develop a timeline for and carry out a plan for effective reporting to the Executive Editor
- Provide support for Executive Editor's needs related to outside events
- Collaborate on customer services with Operations Specialist
- Employ project management best practices and tools to deliver assigned projects
- Track and analyze information on comparable websites to develop best practices
- Develop product line for store