



Dunham+Company[®]
Cause+Effect

6111 West Plano Parkway, Suite 2200 | Plano, TX 75093
office 469 454 0100 fax 888 224 3364

Associate Digital Strategist

Job Description

We are seeking an Associate Digital Strategist who is passionate about leveraging digital marketing for non-profits. The successful candidate will assist in the strategic direction of assigned accounts to meet fundraising and marketing goals.

About Dunham+Company

Dunham+Company is a multinational Christian organization that provides strategic planning, marketing, fundraising, communications, media, and advertising support globally for Christian media ministries, cause-based ministries, radio and TV stations, and churches.

We design custom, integrated fundraising, communications, and constituency development programs that help partners create Kingdom impact—because we believe the mission drives everything.

Job Responsibilities

This position will ideally office near our team in Plano, TX, with the flexibility to work remotely so long as department needs are met.

- + Collaborate with digital strategist to identify and implement strategic direction for fundraising and digital marketing campaigns.
- + Manage workflow that moves campaigns from ideation to launch through collaboration with internal stakeholders. Campaigns include, but are not limited to, advertising email, social media, texting, and website related tactics.
- + Collaborate with offline marketing team members to ensure campaigns are multi-channel.
- + Analyze performance metrics of campaigns and suggest opportunities for improvement.

Job Qualifications & Requirements

Passion for creating positive global impact by supporting Christian media ministries, cause-based ministries, radio and TV stations, and churches. Uphold and honor our mission and Dunham Way character attributes.

- + Demonstrated experience with creating successful digital marketing campaigns.
- + Adept at communicating strategic vision and next steps.
- + Resourceful and organized self-starter who can manage multiple priorities in a fast-paced environment.
- + Positive, collaborative, inclusive, and flexible team member.

Experience

- + Expertise in email marketing tools such as Mailchimp, HubSpot, Pardot, etc.
- + Proficient in social media community management.
- + Experience with measurement tools such as Google Analytics, Facebook Analytics, Sprout Social, etc.
- + Experience with HTML and JavaScript is a plus.
- + Bachelor's degree in Marketing, Communications, or equivalent.
- + Minimum of 2 years of marketing or fundraising experience.

Reports To

Chief Digital Strategist

We Offer

- + Employment with a purpose
- + Competitive salary
- + Medical, Dental, Vision, and Group Life/AD&D insurance
- + Paid time off

Confidential and Proprietary 2

- + Generous paid holiday schedule
- + Retirement plan
- + Family Leave
- + Healthy culture

To apply: Please send your resume to HR@DunhamandCompany.com