



**Dunham+Company**<sup>®</sup>  
Cause+Effect

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

## Digital Advertising Specialist

### Job Description

We are seeking a results-driven Digital Advertising Specialist who is passionate about leveraging digital advertising for non-profits. The successful candidate will assist in the strategic direction of assigned accounts to meet fundraising and marketing goals. The Digital Advertising Specialist should have a firm grasp on marketing fundamentals and how they apply to search, social, and display advertising.

### 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

- + Collaborate with digital strategist to identify and implement strategic direction for digital advertising campaigns.
- + Build and execute social media, display, and search engine advertising campaigns through audience research, creative asset ideation, testing, and budget management.
- + Collaborate with team members to ensure campaigns are multi-channel.
- + Analyze performance metrics of campaigns and implement opportunities for improvement.

### Job Qualifications & Requirements

Passion for Kingdom Impact ministry and active engagement and service in a non-profit. Uphold and honor our mission and Dunham Way character attributes.

- + Demonstrated experience with creating successful digital advertising 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 calculating, analyzing, and communicating advertising campaign results.
- + Experience with measurement tools such as Google Analytics, Facebook Analytics, Google Optimize etc.
- + Experience with HTML and JavaScript is a plus.
- + BS in Marketing, Communications, or relevant experience.
- + Minimum of 2 years of advertising experience.

### **Reports To**

Chief Strategist for Digital + Data Science

### **We Offer**

- + Employment with a purpose
- + Competitive salary
- + Medical, Dental, Vision, and Group Life and AD&D Benefits
- + Paid time off and generous paid holiday schedule
- + Retirement plan

To apply: Please send your resume to [HR@DunhamandCompany.com](mailto:HR@DunhamandCompany.com)

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