

Director of Digital Marketing

Barna Group - Dallas/Fort Worth Metroplex

AT BARNAL GROUP, WE HELP CHRISTIAN LEADERS UNDERSTAND THE TIMES AND KNOW WHAT TO DO

Barna Group serves non-profit organizations and ministries, providing them with essential intelligence and an understanding of the intersection of *faith and culture* to help them more effectively interact with their constituents—whether the Church, potential or current supporters or society at large.

Our goal is to help others see *the whole* from our research—to understand the times and know what to do. Through various media, whether an internally focused strategic report or publicly released article, monograph or video, we work to *tell the story* behind our research and data using clear narrative and compelling visuals.

Barna Group is seeking a full-time Director of Digital Marketing.

If this is a vision you are inspired by, we would love to consider you for our team!

GENERAL SUMMARY

The Director of Digital Marketing serves as the lead for driving and managing activity to Barna's core properties; email, social and web. This role additionally serves as a partner to other departments, assisting them in promoting and leveraging events, products, and direct sales opportunities. It requires the ability to strategize and implement, a strong knowledge of digital and content strategy, and the ability to set and measure clear digital goals. The position is responsible for Barna's performance in web, social and email channels.

As the Director of Digital Marketing, it is critical that you have a broad knowledge of digital platforms, a good grasp on setting and analyzing key performance metrics, and a gift for understanding how to use content to drive organizational growth. You are a self-starter, a strategist who also has implementation chops, and a great communicator. You can set a digital strategy, work with a team to implement it, then internally tell the story to show the results.

WHAT YOU'LL DO:

- Own and implement Barna's strategy to drive traffic and owned-list growth
- Manage Barna's social media channels
- Manage Barna's email marketing
- Manage Barna's public website
- Maximize traffic and conversion rate

- Work with an editorial team to create a content marketing strategy
- Report to the Vice President of Marketing and Digital

WHAT YOU'LL BRING:

- Knowledge of SEO/SEM
- Knowledge of Wordpress
- Knowledge of Email marketing platforms (especially Active Campaign)
- Knowledge of paid ads platforms (especially Meta and Google)
- A proven track record of using content marketing tactics to drive impact
- A good understanding of organizing and deploying content omnichannel
- Experience in analytics; event tracking and reporting

THE OPTIMAL CANDIDATE HAS:

- 5 years of experience in digital marketing and/or content marketing
- Proven track record of driving traffic and owned list growth
- Experience partnering with other content, digital and ecommerce activities to support and coordinate

Alignment with Barna's Core Values Is Essential:

We take time to pray. We understand that everything we do at Barna is for the glory of God so we seek his will for every next step, every client, project, idea and co-worker. We regularly dedicate our work to him and celebrate the ways God is using it.

We engage head, heart and hands. We strive to take our research-based work beyond mere data to make it emotionally compelling and imminently applicable. In so doing, we desire to lead our clients, our readers and the Church to essential actions; and to new ways of thinking about and doing their work

We do awesome work. From conception to delivery, from timeliness to quality, we go above and beyond to delight the customer and to wow the end users. We anticipate that our work will make a true impact and if it doesn't, we haven't done our jobs well.

We see the whole. Our work is not done in a vacuum. We desire to facilitate transformative change in our clients and the Church. This requires an understanding of the client's goals, the historical and cultural context of the problem, and the motivations and obstacles to change.

We create what's next. We are a forward-thinking and innovative company. We are constantly re-assessing what is needed in the market, in order to design and develop effective tools to meet the unique and ever-changing needs of our clients and the Church.

We appreciate and love one another. Ministry proceeds from relationships—both inside and outside the company. We see our clients and our co-workers as individuals beloved by God. We celebrate people's work, we sharpen and spur one another on to greater success, we give the benefit of the doubt, we rejoice and mourn together as a family.

COMPENSATION

Compensation based on experience

Barna also offers competitive benefits, including full healthcare premium coverage, 13 holidays per year, flexible vacation, a 401(k) investment plan with matching funds, and more.

Apply via email by sending a cover letter and your resume to work@barna.org.