

The Adventure Missionary Portfolio
Digital Media Marketer
National Diversity Specialist

Come and join a team of dedicated and experienced missionaries providing leadership to a national initiative that is mobilizing minority missionaries, equipping staff and students and helping to plant ministries at 100 HBCUs. You would also work locally pioneering university missions on the 14 campuses (including 3 HCBUs) in the Piedmont Triad region of North Carolina. As part of this team, you will receive mentoring and training to help equip you for God's divine purpose in your life.

Area of Responsibility would include:

- Social media marketing: developing a distinct online presence on Facebook, Twitter, YouTube and Instagram.
- Search engine optimisation (SEO): developing strategies to increase number of visitors
- Possible affiliate marketing: investigating the possibility of having affiliates sell products on our website.
- Providing accurate reports and analysis
- Researching new online media opportunities that may benefit our vision
- Using web analytics software to monitor performance of websites and make recommendations for improvement
- Writing and dispatching email marketing campaigns
- Contributing to blog and managing e-communications

Possessing strong Christian character and passion for missions. Additionally requires:

- Good writing and communication skills
- Organized, detail oriented ability
- Strong computer and Internet research skills,
- Flexibility, adaptability, and willingness to learn
- Ability to work well at many levels
- Sensitivity to confidential information

For more information visit: drivingdiversity.org/the-adventure
Send all resumes and inquiries to: msbelkis@gmail.com

