



Job Description

Job Title:	Digital Marketing Specialist
Office:	Creative Services
Reports To:	Creative Services Director
Location:	Edmonds, WA with a Hybrid/Remote option
FLSA Status:	Full-Time Salary Exempt
Prepared Date:	December 2025
Starting Salary:	\$52,000 per year

SUMMARY

This mid-level position plays a vital role in developing digital content that inspires, informs, and mobilizes believers to engage with Aglow's mission. The ideal candidate is both a storyteller and a strategist—someone with strong design instincts, technical expertise, and a heart to advance the Kingdom through digital media.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Create and publish engaging digital content that reflects the heart and mission of Aglow across social media platforms (Facebook, Instagram, YouTube, and others).
- Plan and manage paid ad campaigns and email marketing to increase awareness and participation in Aglow initiatives.
- Shoot, edit, and produce video content for online distribution, helping tell the stories of God's work through Aglow worldwide.
- Update and maintain website content in collaboration with the web team.
- Design digital graphics, promotional materials, and visuals that align with Aglow's brand and message.
- Monitor and analyze digital engagement to guide future strategy and growth.
- Work collaboratively with the Creative Services team to promote events, resources, and ministry initiatives.
- Manage multiple projects and priorities while maintaining excellence and attention to detail.

SUPERVISORY RESPONSIBILITIES

This position has no primary supervision responsibilities.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to travel by air to annual conference.
- Strong understanding of social media platforms, trends, and analytics.
- Excellent written and verbal communication skills.
- Strong visual design sense and creativity.
- Organized, proactive, and able to manage projects independently and as part of a team.

COMPUTER APPLICATION SKILLS

- Proficiency in **Adobe Creative Suite** (Photoshop, Illustrator, Premiere Pro).
- Experience with website CMS platforms (such as WordPress).
- Familiarity with email marketing tools (Mailchimp, Constant Contact, etc.).
- Basic photography and video lighting experience.
- Knowledge of SEO and digital best practices.

EDUCATION and/or EXPERIENCE

3 to 5 years of professional experience in digital marketing, social media, or multimedia content creation. A degree or certificate in digital marketing or related field is not required, but may be helpful. Or mix of experience and education in the digital marketing arena.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, percent and to draw and interpret bar graphs.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to sit, stand, walk moderately distances, lift 10 pounds, hear, see, and speak.

Specific vision abilities required by this job include the following:

- Color vision needed for graphic design work.
- Depth perception and ability to focus needed for video and camera work.