

positionoverview

Position Name: SALT Marketing Manager
Job Type: Full Time
Location: Nashville, TN (Remote may be considered)
Reports To: SALT Director

purposestatement

Elevate the value, visibility, and appeal of the SALT Community brand while managing, designing, and deploying world-class strategies that engage and our audiences with SALT products, services, and events.

jobdescription

This full time position is responsible for managing the core identity of SALT Community and marketing key SALT projects, events, and initiatives. As a member of the Orange Thread Media, LLC team, core areas of responsibility will include (but not limited to):

- Develop campaigns and marketing strategies as it relates to key SALT Community key initiatives by increasing awareness, converting leads to sales, and driving organizational value through these efforts.
- Lead the development of branding and identity initiatives, including brand guides and art direction.
- Manage and assist with the developing of marketing budgets for SALT Community projects.
- Provide leadership, direction, and management of the design, brand, and visual appeal of the SALT Community marketing campaigns, brand mark, and social media.
- Manage and maintain the key SALT Community social media channels, while engaging with followers.
- Conduct key market research and analyze data of our marketing efforts to achieve effective results.
- Maintain knowledge of key industry and social trends as it relates to church creative, communication, worship, and technical communities.
- Grow and/or establish a market share for the key products and gatherings that SALT Community offers.
- Procure and manage outside providers, freelancers, and suppliers, including contract negotiation.
- Write, curate, and maintain marketing email strategy that provides value to both SALT and customers.
- Assist Manager of Content & Partner Relations with on-going publication of SALT Community articles.
- Manage the production of design, editing, and animation projects related to key marketing initiatives.
- Maintain the public facing SALT Community webpages and continue quality SEO on key landing pages.

keyrequirements

- Exceptional communication (interpersonal, written, and oral) skills.
- Keen eye for quality graphics, video, and design with ability to track modern trends.
- High work ethic with a “make-it-happen” attitude that is able to self-manage yet work with a team.
- Proven ability to create/manage a budget.
- Effective time and project management skills with an ability to manage multiple projects/people at once.
- Experience with digital marketing, social media, print media, content marketing, and online advertising.
- Advanced knowledge of SEO, GEO, landing page optimization, lead generation, paid ad and PPC marketing.
- Previous experience with AI technology that can assist with marketing development and/or deployment.

performancemetrics

This position will be responsible for the following key performance indicators as part of a member of the SALT Conferences team:

1. Build and strengthen a distinct, recognizable, and trusted SALT Community brand.
2. Drive measurable growth in awareness, and conversions for SALT products and events.
3. Deliver creative and strategic campaigns and aesthetics that inspire and resonate with our audience.
4. Contribute to the long-term growth, loyalty, and community value of the SALT brand.