



Job Title: Web Specialist

Location: UGM Administrative Offices, Spokane

Status: Part-time, 25-29 hours/week

The Web Specialist works under the instruction of the Marketing Director and in connection with the Marketing and Communications team to create and maintain a robust online marketing strategy through website content, email, social media, digital advertising, events, search engine optimization and contact management.

Responsibilities:

- Keep UGM websites updated, functional and secure.
- Create online marketing content, including web pages, emails, lead forms, fundraisers, event registration, and digital ads.
- Ensure web content is optimized for search engines, working to educate team on SEO strategies.
- Manage and troubleshoot online fundraising platforms, working closely with Donations Processing team to accurately record data and address issues.
- Manage Google and Facebook ad accounts, collaborating with external digital advertising experts to maximize performance.
- Manage social media accounts, ensuring each ministry location is well-represented on various platforms.
- Manage online aspects of UGM events, including registration, fundraising and website/email communication, working closely with Events Coordinator.
- Maintain online contact database, ensure contacts are accurately segmented, and implement lead nurturing workflows.
- Ensure all online data is tracked, analyzed and reported to the team in order to influence current and future marketing efforts.
- Stay informed of current digital marketing trends, best practices, tools and strategies.
- Research, evaluate and adopt new software and practices as necessary to increase efficiency and relevancy.

Required Qualifications:

- Bachelor's Degree in Digital Marketing, Computer Science, Graphic Design or related field, or an equivalent combination of education and work-related experience.
- Basic web coding skills (HTML, CSS, and JavaScript) and website management experience.
- Experience using a Content Management System (CMS) such as Wordpress or Hubspot.

- Experience using various social media platforms for marketing, especially Facebook.
- Proficiency in Microsoft Office tools, especially Excel.
- Strong problem-solving, organizational and project management skills.
- Strong critical thinking skills to evaluate online data and inform decisions.
- Ability to work both independently with minimal supervision and closely in a team environment.

Preferred Qualifications:

- 2+ years of professional experience as Web Specialist or similar.
- Marketing and/or fundraising experience.
- Familiarity with Photoshop, Illustrator or other design software.
- Experience managing social media and digital advertising accounts.
- Experience using Google tools, including Ads, Analytics, My Business, and Tag Manager.
- Working knowledge of SEO principles and strategy.
- A teachable spirit and the ability to multi-task, listen and make sound decisions in alignment with UGM's purpose.
- Experience working with people experiencing homelessness or poverty.

Compensation: Depends on experience.

Must be committed to the Christian faith and comply with drug-free, tobacco-free policy. Those qualified to join our team can enjoy a rewarding work environment, competitive wages, and excellent benefits. Complete UGM's [application for employment](#) and submit it along with a letter of interest and resume to:

UNION GOSPEL MISSION
HumanResources@uniongospelmission.org
Human Resources, 1224 E Trent Ave., Spokane, WA 99202
Fax: 509-535-0315
uniongospelmission.org/employment