



Digital Marketing & Campaign Operations Manager

JOB SUMMARY

The **Digital Marketing & Campaign Operations Manager** leads the **execution** and **optimization** of Axis's digital campaigns, ensuring they not only launch with excellence but **drive measurable growth in engagement** with our resources. This role **owns the performance layer of digital marketing**—using data, analytics, and key metrics (e.g., conversion rates, CPA, ROI, engagement trends) to inform where we invest time, budget, and effort.

In close partnership with the CMO and collaboration across the Axis Marketing Team, this role **translates strategy into coordinated, high-performing execution**—owning campaign workflows, user journeys, and ongoing optimization. Working alongside the Systems Administrator / Business Analyst, they ensure marketing systems, integrations, and reporting are aligned, reliable, and capable of delivering actionable insight.

This role serves as the **“Chief Usher”** of the digital experience—measured not just by successful launches, but by increasing **engagement**, improving **performance efficiency**, and driving **meaningful growth**.

JOB DETAILS

Job Title: Digital Marketing & Campaign Operations Manager

Status: Full-time, Exempt

Department: Marketing

Reports To: Chief Marketing Officer

Serves On: Marketing Team

Location: 2 required in-office days per week at our Colorado Springs office with the flexibility to work remotely the remaining days

Summary of Benefits: Health insurance option (with voluntary dental/vision available), 20 days of PTO, 3% retirement 403B match option

Travel: Minimal travel required; occasional team retreats or organizational events may apply

Salary: \$55-65k

KEY RESPONSIBILITIES

1. Digital Project & Campaign Management

- Translate strategic campaign plans into detailed digital execution workflows.
- Manage timelines, deliverables, and quality control for donor and resource campaigns.
- Serve as the main point of contact for the digital agency, ensuring clear communication and alignment on campaign goals, audience targeting, and performance expectations.
- Manage day-to-day agency execution, while strategic evaluation of media channels, spend allocation, and growth direction is guided by the CMO and Digital Consultant.

2. Website & User Journey Coordination

- Act as the internal lead coordinating with web developers and content stakeholders to ensure seamless, high-conversion digital experiences.
- Map and optimize the full user journey from ad or email click to resource engagement or donation.
- Ensure all campaign-related pages and user flows are functional, responsive, and conversion-optimized.
- Collaborate with developers and SEO partners to implement technical SEO best practices, including site structure, page speed optimization, mobile responsiveness, and crawlability.

3. Marketing Technology & Email Operations

- Oversee the backend of email operations (list segmentation, deliverability, send timing) in collaboration with the Comms Manager who owns messaging.
- Maintain and optimize campaign workflows within HubSpot, ensuring accurate tracking, automation, and lead flow.
- Monitor form performance, lead capture, and campaign tagging within HubSpot.
- Understand and implement best practices for improving email deliverability, including sender reputation management, domain authentication, and list hygiene.





KEY RESPONSIBILITIES CONTINUED

4. Digital Reporting & Optimization

- Monitor and analyze the performance of all digital campaigns, including paid media, SEO, email, and web traffic.
- Report on KPIs, conversion metrics, and ROI, sharing regular performance updates with leadership and collaborators.
- Identify and recommend optimizations based on campaign data and testing outcomes.
- Monitor technical SEO performance and coordinate implementation of improvements with relevant stakeholders.
- Develop feedback loops that provide the marketing team with clear insights on key campaign metrics to inform acquisition strategies and understand engagement trends.

5. Cross-Functional Collaboration

- Ensure campaign execution is aligned across Comms, Creative, Media, and external partners, with clear timelines and shared accountability.
- Partner closely with the Systems Administrator / Business Analyst to align integrations, data flow, and reporting infrastructure.
- Support fundraising and resource initiatives by ensuring digital deployment is coordinated, technically sound, and aligned with growth priorities set by the CMO.

REQUIRED SKILLS & QUALIFICATIONS

- 3–5 years experience in digital marketing, campaign operations, or digital project management.
- Proficiency with HubSpot (or similar platforms), Google Analytics, and digital ad platforms.
- Strong technical understanding of email deliverability, campaign tracking, and web performance tools.
- Experience collaborating with developers or technical teams to optimize digital experiences.
- Strong organizational and project management skills with attention to detail.
- Analytical mindset with the ability to translate data into action.
- Faith Requirement: Active, personal faith in Jesus Christ is required for this role. Axis is a Christian ministry, and all team members are expected to align with and affirm Axis' Statement of Faith.
- Candidates must be authorized to work in the United States.

SUCCESS IN THIS ROLE LOOKS LIKE

- Campaigns launch with excellence and drive measurable growth in engagement with Axis resources (click-through rates, downloads, content consumption, donor conversion).
- Clear KPIs are established for every campaign, with ongoing optimization informed by consistent reporting and performance insights.
- Web, email, and marketing systems are reliable, aligned, and continually improving the user journey and deliverability.
- Leadership has clear visibility into acquisition and engagement trends, enabling confident, data-informed strategic decisions.
- Strong collaboration with the CMO, agency partners, and Systems Administrator results in integrated execution and sustained growth impact.





PHYSICAL REQUIREMENTS

This position is primarily sedentary and performed in a standard office or home office environment. Essential physical requirements include:

- Prolonged periods of sitting at a desk and working on a computer.
- Frequent use of hands and fingers for typing and operating standard office equipment.
- Ability to communicate clearly via phone, video, and in-person.
- Occasionally required to stand, walk, reach, or bend.
- Occasionally required to lift or carry items up to 25 lbs.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this role.

AXIS STATEMENT OF FAITH

I believe in God, the Father Almighty, creator of Heaven & Earth. I believe in Jesus Christ, God's only Son, our Lord, who was conceived by the Holy Spirit, born of the Virgin Mary, suffered under Pontius Pilate, was crucified, died, & was buried; He descended to the dead. On the third day He rose again; He ascended into heaven, He is seated at the right hand of the Father, & He will come again to judge the living & the dead. I believe in the Holy Spirit, the holy universal church, the communion of saints, the forgiveness of sins, the resurrection of the body, & the life everlasting.

I fully accept the teachings of the traditional Biblical view with regard to the goodness of our sexuality, the importance of chastity, & the place of heterosexual marriage as God's intended context for complete sexual expression to occur (Gen. 2:21-24). I will keep myself from sexual misconduct including disorderly conduct or lewd, indecent, or obscene conduct or expression, involvement with pornography, premarital sex, adultery, homosexual conduct or any other conduct that violates Biblical standards.

HOW TO APPLY

To apply, please email your resume to heather@axis.org.

Candidates must be authorized to work in the United States.

This job description is a general outline of the key responsibilities & qualifications of the role at Axis. It may be modified or expanded to meet the evolving needs of the organization.

