



**Turning Point for God
Job Opening – San Diego Headquarters**

DIGITAL ACQUISITION MANAGER, CREATIVE SERVICES

Turning Point for God is the radio and television ministry of Dr. David Jeremiah, senior pastor of Shadow Mountain Community Church. It is an international ministry with a vision to reach every language group in the world with the Gospel and the teachings of God's Word. From a modest beginning thirty-seven years ago, Turning Point is now accessible by 2.5 billion people worldwide every day through radio, television, and the Internet.

The following reflects management's definition of essential functions for this position, although this list is not all-inclusive to what tasks may be assigned. Turning Point reserves the right to modify job duties or job descriptions at any time.

Position Summary:

The position of Digital Acquisition Manager reports to the Marketing Director and Communications Director to drive new donor engagement across multiple paid digital media platforms in the Creative Services department.

Essential Functions:

- Project lead the creation of new name acquisition offers
- Ability to optimize and scale paid channels (Google, Facebook, etc) for donor acquisition
- Ability to optimize and scale offer performance through A/B testing
- Optimize and grow existing paid advertising efforts
- Ability to interpret and report on CPA and ROI metrics on all managed offers

Qualifications:

- Attention to detail
- Work well with others or independently
- Passion for measuring and optimizing performance
- Effective written and verbal communication skills
- Able to think creatively
- Experience running paid advertising on a major digital platform (Google, Facebook, Instagram, etc...)
- Ability to reflect strong brand messaging in all ad creative
- Ministry experience a plus

Other Requirements:

- Position is full-time, nonexempt, located at Turning Point International Headquarters in Lakeside, CA
- Our office hours are Monday through Friday 8:00am – 5:00pm
- Extremely competitive employee health and retirement benefit programs
- Must be a like-minded believer and share our passion to deliver the unchanging Word of God to an ever-changing world.

Please email your resume, cover letter and Christian testimony to jobs@davidjeremiah.org