

## Job Description

Title: Marketing and Communications Director

Team: Administrative staff

Reports to: Staff Elder of Administration

Work Hours: Full Time

Approved by: Senior Staff Elder

Other Benefits: See employee handbook



The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities and skills required.

## Job Overview

The Marketing and Communications Director will play a central role in elevating our digital presence, facilitating impactful communication, and strategically promoting our events. The ideal candidate will be a forward-thinking professional with a passion for harnessing digital platforms to engage our community and advance our mission. As the Marketing and Communications Director, you will be responsible for developing and executing our omnichannel media strategy. This includes overseeing web, search, social, intra-church digital, print, and other internal and external media. Your strategic initiatives and execution will align seamlessly with the church's 5-year strategic plan, annual church plans, and specific ministry plans.

## Key Responsibilities:

- Digital Profile Management:
  - Oversee the development and maintenance of our digital assets, ensuring they are current, relevant, and align with the church's vision.
  - Facilitate the dissemination of sermons, articles, and other content to reach a wider audience within and beyond our community.
- Website Management:
  - Ensure the church website is a user-friendly and informative tool for both members and visitors.
  - Collaborate with web developers to implement enhancements and optimize the site for engagement.
- Internal Marketing
  - Become the resident expert on our church management software with regard to all things marketing and advertising
  - Devise and implement strategic marketing plans to promote church events both within and beyond our community.
- Multi-Year Marketing Plan:
  - Develop and maintain a comprehensive multi-year marketing plan encompassing themes, visual identity, decor, and brand management.
  - Align marketing initiatives with the church's strategic goals and vision.
- Highlights of Church Events:
  - Increase visibility and engagement by creating compelling recap videos, photos, and other highlight materials for church events.

- Utilize various media to share the vibrant life of the church with the broader community.
- **Social Media Strategy:**
  - Develop and execute a comprehensive social media strategy to enhance our online presence.
  - Manage and curate content across social media platforms, fostering meaningful engagement and interaction.
- **Collaboration with Church Ministry Groups:**
  - Work with church Ministries to understand communication needs and ensure cohesive messaging and branding.
  - Provide tailored guidance on effective communication methods and strategies.

### **Qualifications & Skills:**

- Unmistakable love for God, His Word and His Church.
- Proficiency with G-Suite applications, Microsoft Office, and the use of general office machines
- Minimum of three years of media and communications management and execution.
- Strategic thinker capable of creating a comprehensive marketing communications and media plan.
- Skilled at planning and executing search and social media
- Competent at database management with experience in either Salesforce, HubSpot, Pardot, Constant Contact or other content management platforms
- Proficient short-form writer for posts, e-blasts, etc.
- Ability to edit media for social posts.
- Design proficiency for digital and social media in alignment with brand standards.
- Collaboration with visual content creators to execute the broader marketing and communications strategy of the church.

### **Expectations:**

- Active participation in the life and culture of the church, including attending worship services and participating in a community group.
- Mature, Christ-like character.
- Ability to exercise discretion, good judgment, confidentiality, and patience in personal relationships and information management.
- Amiable relationship with other team members and pastoral staff.
- Teachable and courteous disposition while working with others.
- Selfless attitude that celebrates other people's accomplishments while pursuing excellence in all things.
- Demonstrate professionalism through appearance, attitude, and allegiance.
- Ability to organize, prioritize, and execute tasks in a timely manner, performing under deadlines and pressure.
- Possess a broad knowledge of church policies and procedures.
- Commitment to the doctrine, philosophy, and direction of CCC.

## Physical Requirements

- Prolonged periods sitting or standing at a desk and working on a computer.
- Must be able to stoop and crouch to access office supplies.
- Must be able to lift up to 25 pounds at a time.

## Values:

At the end of the day job descriptions can never capture all that the job requires which is why this values section is so important. If a staff member of Christ Community Church exemplifies these shared values, then no job description is actually necessary. Likewise, if that staff member does not embrace these values (in both assent and action) then no job description could ever be adequate.

**Gospel.** Never to be assumed, always to be made much of. This is what we are about. Not simply the first four books of the New Testament but all of its necessary implications and inferences for the way we live and carry out our vocations.

**Balance.** In life, work, family, theology and practice we strive to maintain the right perspective. This looks different for every role at CCC.

**Passion.** You will not last long in any role at any church without a passion for what you do. Passion is the natural outflow of a heart and mind that knows its Creator and God. It shows in every aspect of what you do, how you do it, and how you are excited to get others involved.

**Team.** We are not trying to build a church with a counseling ministry or a great children's ministry or a great preaching ministry or any other successful silo of ministry. We are, by God's grace, striving to build a great church. Period. This means we all work together in our various roles toward that end.

**Fruitful.** We rest in the words that Christ will build His church, but we work knowing He is building it through us. In other words our theological conviction in God's sovereignty actually fuels our belief that results in ministry matter rather than allowing for mediocrity to pass as Christian ministry.