



JOB DESCRIPTION

DATE: November 8, 2021
JOB TITLE: **Marketing and Communications Director**
LOCATION: Central Services
REPORTS TO: Digital Pastor
FLSA STATUS: Full-time, Exempt
WEEKENDS: No

SUMMARY

The Marketing and Communications Director is responsible for the management and oversight of marketing and communications for Prairie Lakes Church.

ESSENTIAL DUTIES AND RESPONSIBILITIES Other duties, in addition to these may be assigned.

- Set the strategy, creative vision, project management standards and KPIs for Marketing and Communication initiatives.
- Design/execute website and social media strategy and pursue opportunities to increase engagement with key content, programs, partnerships and resources.
- Set guidelines for the tone, style and voice of all brand content.
- Collaborate with Campus Pastors and ministry leaders to identify new initiatives and stories.
- Write and edit content for regular communication vehicles, including, website content, church emails, print material and social media.
- Lead campuses to develop relationships with strategic sponsorships and media contacts and identify efforts to bring positive earned media attention.
- Assist the Digital Pastor in the preparation of the departmental budget, monitoring and recommending budget expenditures.
- Maintain external professional relationships to assure the ongoing availability of specialized vendors (print pieces, signage, etc.).

SUPERVISORY RESPONSIBILITIES

Coach, develop and encourage volunteers and paid staff across campuses. Supervise the Digital Coordinator.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

Successful candidate must be a Christian and fully support the philosophy of Prairie Lakes Church and its leadership team. The individual's commitment to Christ will be evidenced in his/her personal life, family relationships and ministry. The candidate's daily walk with God will be an example to all.

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- Bachelor degree required.

- Experience developing successful marketing plans and campaigns.
- Experience with social media content creation and management.

LANGUAGE SKILLS

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write routine correspondence. Ability to effectively communicate verbally with church members, vendors, and other employees of the organization, using proper grammar without dialect or slang. Ability to speak effectively before groups.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems efficiently and effectively while maintaining good working relationships.

OTHER SKILLS AND ABILITIES

- Be familiar with content/inbound marketing.
- Have an understanding of marketing automation and CRM tools.
- Be familiar with analytics tools.
- Have an understanding of paid, earned, shared and owned channels (both digital and print).
- Be proficient in writing/editing.
- Be familiar with Adobe Creative Cloud.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl; and talk or hear. The employee must frequently lift and/or move up to 30 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. This campus has a nonsmoking environment.

COMMENTS

The above statements are intended to describe the general nature of this job and the level of work performed by employees in this position. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties required by their supervisor.

Requirements are representative of minimum levels of knowledge, skills, and/or aptitudes to perform each duty proficiently.

This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

Approved by Employee _____ Date _____

Approved by Supervisor _____ Date _____