

Marketing Manager

Team: Communications Team

Job Title: Marketing Manager

Reports to: Communications Director

Department: Communications

Status: Full-time (40+ hours per week); Exempt

Position Summary Statement

The Marketing Manager plays a key role in the leading the strategic communications of the entire church. A primary focus of the marketing manager will be to develop Gospel-centric marketing plans for the church.

Position Overview

This position manages our strategic marketing and outreach, and requires both leadership, technical, and communications skills. Comprehensive understanding of management, web-based platforms, social media, audience behavior, and church communications skills are essential.

Responsibilities

- Play a key role in leading the strategic direction of Communications at for Alliance Church.
- Develop marketing strategy for overall church and how ministry communications support that strategy.
- Own and manage the development, strategy, site architecture and design, and optimization of alliancechurch.org website.
- Guide the social media strategy for Alliance Church; work with ministries to create sub-strategies for ministry use.
- Run analytics reports on all digital tools and provide reports to senior leadership team.
- Direct e-communications (email) strategy.
- Direct and evaluate ministry-developed marketing & communication plans, including adherence to the communications standards.



- Serve on or lead cross-functional teams to execute major events or campaigns.
- Develop and maintain programs to elicit feedback from various stakeholders through two-way communication, internally and externally.

Position requirements

- Must have an active and growing relationship with Jesus Christ with a passion to see more people around the world connecting with Him and each other.
- A bachelor's degree in marketing, communications, management, web media, or related field.
- At least (3) years of experience in marketing or communications; experience overseeing complex digital communications strategy a plus.
- Must have experience with multiple CMS, Google tools, and other e-marketing tools.
- At least one year of management experience is preferred.
- Proficient skills in Adobe Creative Suite: Photoshop, InDesign, Illustrator, iMovie, and more.

STRATEGIC FRAMEWORK

Vision/Purpose: Connecting the world with God and one another.

MINISTRY VALUES

1. Bringing glory to God and reaching people for Jesus Christ drives everything we do.
2. All of our ministries are to be Biblically sound, culturally relevant, and supported with prayer.
3. God's Word is truth and we trust it above anything else to make a lasting impact on those we touch.
4. Individual and corporate worship is critical to our spiritual health and relationship with God.
5. Our fellowship is focused on shepherding and caring for one another.
6. Our evangelism is driven by a sincere burden for all people and is worldwide in its impact.
7. Our ministry is done with excellence and sense of urgency because it honors God and inspires people.
8. We will never lose sight of our vision.

MINISTRY PHILOSOPHY

Simple Purpose, Simple Church

Our purpose is simple: Connecting the world with God and one another. Our church structure, programming and ministries will follow our simple discipleship process. All we do will be understandable and easily accessible. We will strive to have a minimum amount of bureaucracy.

Strategic and Effective

We minister with a sense of urgency; the stakes are heaven and hell for the people we serve. Everything we do will be strategically planned, focused on the vision and measured for outcomes. Our measure of "success" will be conversions, baptisms, spiritual growth and maturity, and the completing of the Great Commission.

Felt Needs First, Prescribed Needs Second

We will seek to meet people's felt needs first, then move people to the "prescribed" needs outlined in the Bible.

Come and See - Go and Be

We will partner with the congregation in doing Kingdom work. The staff 's role will be to provide clear vision and effective programming. The congregation's role will be to invite people to come and experience what God is doing through Alliance Church and eventually engage in the discipleship process. We also encourage ministries and individuals to "go and be" the reality of Jesus Christ by sharing Christ's love through personal evangelism, community service and world missions.

Healthy Relationships

We work together as a team. We keep short accounts, will not let conflict simmer and have a never-ending focus on the vision. We will maintain a broad view and will not tolerate turf wars or personal kingdom building.

Servant Leadership

We have a towel over our arm at all times. We have a positive attitude of joyful, humble service towards each other and the people we serve in and outside of our church.

Stronger Together

We will be a ministry that strategically and intentionally integrates ministries so they link together to produce healthy disciples of Christ that can advance the Kingdom as one.

Complementarian

Men and women equally share in the blessings of salvation; nevertheless, based on Scripture, some governing and teaching roles within the church are restricted to men.

Healthy Leadership

We are healthy, high capacity individuals. We maintain our spiritual, emotional, relational, mental, and physical health by keeping our priorities straight. We live up to our commitments to others and live lives of integrity, at home, at church, and in the community.

Equip Future Leaders

We will train, equip, and empower young leaders in all ministries to remain relevant and effective, both for today, and for future generations.