

Position Description

Mountain Christian Church

Marketing Manager

Purpose of Mountain Christian Church

To make disciples, more and better disciples

Goal for Mountain Staff

To have a team that is good at what they do, loves what they do, and loves the people they're doing it with.

Purpose of the role

Enhance Mountain's digital presence to attract prospective guests and keep attenders connected, informed, challenged and inspired by what God is doing through Mountain.

Principle Function

Partner with the Marketing & Communications Director and Communications Manager to enhance Mountain's digital presence by creating and managing content for all of Mountain's digital platforms, including but not limited to, social media accounts (Facebook, Instagram and YouTube) and Mountain's website and mobile app.

This position is a full-time position that works 40 hours per week and is classified as an exempt position.

Role Level

x	Team Member (a person who leads themselves and potentially volunteers)
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Role Association

X	Ministry Support Team , serving broadly in support of all campuses.
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Competencies

All Team Members should be able to:

- **Communicate well.** Communicate well in both writing and speech across multiple organizational levels.
- **Use technology effectively.** Use core technology systems and program used by the church (including but not limited to Microsoft Office)
- **Execute ministry.** Perform the most basic forms of ministry within your ministry context/area.
- **Manage work effectively.** This person must be able to make steady progress on long-term goals while simultaneously managing various short-term concerns. Must effectively manage the tensions between "urgent" & "important," tasks & relationships.

As a leader of volunteers, this person should be able to:

- **Develop people.** This person must create an environment of high invitation and high challenge where those under their leadership are supported, valued, equipped, and called forward in their discipleship journey and vocation.
- **Build teams.** Invite, assimilate, equip, edify, and transition people into meaningful ministry roles. This requires the ability to delegate.
- **Lead from here to there.** This person must be able to see a vision of where the team needs to go, assess the reality of the current situation, and make and execute a plan to get from where we are now to where we want to be. This requires problem solving, creativity, strategic thinking, managing change, risk-taking, care for people, and wisdom.
- **Identify & communicate ministry-specific values/vision/processes/systems.** The leader must establish direction and goals for their specific ministry and create the structures that help support the vision and its execution. This requires critical thinking across micro and macro levels of the ministry to create processes to make ministry happen.

- **Evaluate & improve.** Evaluate all aspects of ministry, systems and staff and give edifying feedback that leads toward improvement. This includes conducting staff performance evaluations.
- **Deal with conflict & lead through tension.** This person must have a keen sense for when something is “off” or “smells funky” and be willing to engage. They should have a knack for diffusing tension, helping people refocus on what matters, and building unity amidst a diversity of people. This person must protect the mission from conflict and tension that sap energy and distract from the main thing.
- **Manage ministry budget & allocate resources.** Manage and allocate financial and human resources within boundaries.
- **Stay organized.** This is a multi-faceted position that demands multi-tasking. This person must be able to prioritize and manage time and resources well.

The following competencies are specific to this role:

- **Goal Setting.** This person can set clear objectives to reach desired outcomes that leverage the church’s digital marketing efforts.
- **Social Media Savvy.** This person demonstrates creativity and documented immersion in social media.
- **Marketing.** This person has familiarity with and can execute digital marketing strategies.
- **Creative Writing.** This person displays the ability to effectively communicate information and ideas in written and video format for content across digital platforms.
- **Technical Understanding/Learning.** This person makes evident good technical understanding and can pick up new tools quickly (social media tools, blogging platforms, CMS).
- **Customer Service.** This person demonstrates winning social customer service techniques such as empathy, patience, advocacy and conflict resolution. They also possess great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

Responsibilities

As a leader of volunteers, this person is responsible for:

- Excellent communication with their team members, casting vision, clarifying expectations, measuring progress, cultivating culture, setting and accomplishing goals, maintaining alignment with the mission and values, and developing the people in their area.

More specifically, this person’s responsibilities are as follows:

- Effectively minister to people through a digital means, in partnership with the Marketing & Communications Director, through the implementation of a marketing strategy to bring the digital conversation, website, social media, podcast, the Mountain app and other platforms together.
- Connect with Mountain’s key digital audiences through targeted and creative social media content across Mountain’s social platforms, including but not limited to, Facebook, Instagram and YouTube.
- Manage short-term social media paid campaigns and long-term digital strategies across Mountain’s digital platforms.
- Develop content calendars that are consistent and effective in reaching Mountain audiences.
- Serve as a Ministry Liaison in an effort to partner with Ministry Areas to best support and resource ministries well.
- Manage and update the church’s website and mobile app as needed, using the church management system, ROCK. This includes uploading the weekly sermon to the church’s YouTube channel, website, and podcast.
- Help people take next steps in their faith journey by working in collaboration with the Marketing & Communications Team to respond in a timely manner to digital connection points, including (but not limited to) messenger and chat features for Google, Facebook, Instagram, YouTube as well as website messenger and Gloo texting platform.
- Understand Mountain’s digital audience by working closely with the Marketing & Communications Director and Data Insights Specialist to analyze insights monthly across Mountain’s digital platforms, including social media, website, app and texting platforms among others.
- Work in conjunction with the Marketing & Communications Team to ensure overall branding on all digital platforms appropriately represents Mountain.
- Stay up-to-date with digital marketing trends and best practices.
- Recruit and train volunteer “Difference Makers” to serve within the Marketing & Communications Team.
- Fulfill other responsibilities and tasks as assigned.

Hours/Compensation/Benefits

- Salary: \$45,000-\$55,000
- Excellent benefits package including 5 weeks paid time off and 10 paid holidays.
- Eligible for medical, vision, and dental benefits (single, husband/wife, employee/child, and family) starting the first day of the following month after date of hire
- 403B plan with employer match after 4 years
- Option to contribute to the employer’s 403B plan
- Paid basic life, AD&D, and long-term disability insurance

- Option to purchase additional life and AD&D insurance

Contact

Please submit resume to **jobs@mountaincc.org**