

TRINITY CHURCH

MINISTRY OPPORTUNITY: Marketing Director

Trinity Church is a growing church family of all ages seeking to hire a Marketing Director. This role will effectively promote what God is doing at Trinity Church and invite others to be part of it.

POSITION DESCRIPTION

The Marketing Director will oversee external marketing strategy and execution to welcome people to meet Jesus Christ as Lord and Savior and be part of our growing church family. This person needs to be well-versed in the ever-changing landscape of modern communication channels and utilize them effectively to reach the right people with the right message.

ROLE-SPECIFIC EXPECTATIONS

1. Passionate about Bible teaching and healthy relationships in the local church.
2. A forward-thinking driver that can plan, sequence, and execute a multi-faceted marketing plan, integrating all available digital and in-person communication channels.
3. Create marketing plans for various sermon series, events, and ministries, and effectively communicate needs and timelines to pull deliverable needs from the staff team.
4. Must be very organized so they can simultaneously and effectively market various events and ministries.
5. An “outside the box” thinker that can come up with new ways to reach new people.
6. A creative storyteller to tell the good news of what God is doing for, in, and through the people at Trinity Church.
7. Can build, train, and deploy a social media team to gather content for marketing efforts.
8. Gatekeeper of the Trinity brand, ensuring quality and consistency on all communications.
9. Work with the RealFaith Team in a harmonious and mutually complementary way on communications strategy.

MINIMUM QUALIFICATIONS

1. 3+ years of vocational marketing experience.
2. 3+ years of experience in a church context as a staff member or volunteer.
3. A degree in marketing is preferred, but not required.
4. Strong understanding of modern communication mediums and marketing practices in a constantly changing field.

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5. Effective interpersonal and relational skills as well as proficiency in communication skills, both verbal and written.
6. Teamwork-oriented with ability to recruit, train, lead, and motivate others.
7. Ability to manage a budget.
8. Strong sense of ownership and responsibility with the ability to manage competing priorities.
9. Good sense of humor, taking Jesus seriously but not themselves.

ALL TRINITY STAFF MEMBER EXPECTATIONS

1. If married, a healthy, loving marriage is expected. If there are children, a godly family is expected, as ministry starts at home.
2. Takes responsibility for your own walk with Jesus and your spiritual, emotional, and physical health.
3. Live according to the Vision and Values of Trinity Church.
4. As much as it depends on you, proactively work toward unity and peace with other staff members and church family members, as well as not making private matters public.

DIRECTOR LEVEL EXPECTATIONS

1. Own and oversee an area of ministry and take responsibility for the overall performance of that ministry and the performance of the staff under their oversight.
2. Develop and coach the staff under their oversight with consistent encouragement and timely professional feedback.
3. Recruit, train, and effectively deploy volunteers so they are set up for success and can serve with joy.
4. Responsible for all volunteer leaders in their department and that they were properly screened, background checked, and placed.
5. Be the primary driver of improvement in your area by creating plans, training, and setting goals.