

Concord Church Position Description
Job Title: Director, Marketing, Communications & Production
Reports to: Executive Pastor
Updated: January 1, 2019
Exempt (Executive Exemption)

General Summary

The Director, Marketing, Communications & Production is responsible for the development and implementation of Concord's marketing, public relations, communications strategy, and production services for Concord Church, Harmony CDC, and its partners. This includes oversight, management and leadership in the areas of live and recorded event productions and marketing initiatives. The purpose of our strategy is to support growth, to collaborate and provide marketing support and ensure brand awareness globally.

The Director, Marketing, Communications & Production exhibits the seven Core Values of Concord Church:

- ***Dedication to Personal Growth*** – Is intentional about personal development as a man/woman, believer, and a staff member. Ephesians 5:15-21
- ***Dedication to H.I.T. (Honesty, Integrity and Truthfulness)*** – Able to confront self and others by being truthful with a spirit of love. Ephesians 4:14-32
- ***Effective Communication*** – Communicates using the THINK methodology (is True, Helpful, Inspiring, Necessary and Kind). Psalm 15
- ***Servant's Heart*** – Will possess compassion for others and a kind spirit. Philippians 2:3-16
- ***Team Spirit*** – Supports the team by having a strong work ethic, being responsive to deadlines, exhibiting professionalism at all times, actively works to resolve any conflicts that arise, and is flexible whenever necessary. Galatians 6:1-7
- ***Loyalty*** – Committed to God's will, the Executive Pastor's vision, the church's mission and vision, follows leadership, and supports the entire team. 1 Peter 2:13-25
- ***Work hard, Play hard*** – Carries out job responsibilities with passion and completes the necessary tasks to accomplish the church's mission and vision. Proverbs 17:22

Essential Functions:

- Proactively develop and implement a strategic marketing and communications plan to advance our brand identity for each entity.
- Develop and manage marketing's annual operating budget. Identifies capital expenses for equipment acquisition, repair, and replacement.
- Plan, organize, manage and delegate when necessary all of the marketing activities for the organization.
- Formulate and implement the marketing policies and objectives.
- Oversee marketing communication including branding, public relations, advertising and other marketing materials.
- Provide leadership, direction and management of the market research function.
- Oversee execution of the Senior Pastor marketing strategy including brand management, digital media, sermon series, and other projects/publication.
- Oversee system-wide marketing reporting function that tracks, measures, and analyzes marketing performance including all efforts generated by the marketing department including but not limited to marketing events, website, email blasts, worship services, live events, etc.
- Oversee the production of Sunday Services and related church services to ensure a high quality and consistent experience is provided to attendees.

- Establish and maintain consistent ministry image throughout all product lines, promotional materials, and events.
- Establish and maintain relationships with ministry leaders, operational leaders, key strategic partners, vendors and contract labor.
- Provide marketing skills and expertise to the organization by building, developing and managing a marketing team capable of carrying out the necessary marketing strategies and tactics.
- Mentor and develop staff and volunteers using a supportive and collaborative approach on a consistent basis .
- Monitor staff performance and development goals, set objectives, establish priorities and conduct annual performance appraisals.
- Prepare presentations to explain the organization’s current and future strategies.
- Guides preparation of marketing activity reports and presents to executive leadership team.
- Participate in conferences and other marketing related events nationally and internationally.
- Performs other duties as assigned.

Supervisory Responsibilities:

This position manages the Marketing, Communications, Media and Production.

Education and Experience:

This position requires a minimum of a Bachelor’s degree from an accredited college or university, preferably in Marketing, Communications, Public Relations or a related discipline. A Masters’ degree is preferred but not required.

This position requires a Minimum of 7 years professional experience overall; with a Minimum of 7 years of leadership experience. Minimum of 7 years of Marketing and strategic brand experience. Knowledge of multi-media production, including Pro Presenter, Basecamp, Planning Center, is required.

- Project management experience in leading teams from ideation to implementation
- Strong leadership skills, high emotional intelligence and spiritual maturity
- Excellent oral, written and interpersonal communication skills that can be effective throughout all levels of the organization
- Excellent organizational skills with an attention to detail as well as self-motivated with a willingness to take the initiative
- Ability to prioritize and multi-task in order to deliver the desired outcomes in a timely manner
- Proficiency with research, analysis and strategy development
- Proficient in Microsoft Office Word, Excel, and PowerPoint
- Advanced in Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Proven skills with social media (Instagram, LinkedIn, Facebook, Twitter)
- Knowledge of SEO and Google analytics and leveraging data to improve marketing efforts
- Experience with Wordpress
- Proven experience with market research

Preferred Qualifications:

- MBA is preferred

Physical Requirements:

An employee in this position primarily works in a typical office environment, is generally sedentary, and uses computers, calculators, phones, and other office equipment to fulfill the position duties. An employee in this position is required to walk, hear, speak, and stand to interact with church staff, members, and volunteers. Must be able to lift up to 50 pounds and move equipment such as cameras and lighting. Must be able to climb ladders and work at heights of 50' or more on catwalks. Work is conducted in a fast-paced, rapidly changing environment. The ability to manage stress, build professional and collaborative relationships, and reason through complex church business situations is required. A flexible schedule is required since this position requires evening and weekend work.

Travel Requirements:

This position does not require travel.

Concord Church Membership:

This position is required to be a member of Concord Church. Employees in this position are expected to sincerely hold the same religious [beliefs](#) as expressed by Concord Church.