

Marketing Lead

Location | Central (Officing Location options within 7 locations of 2|42)

FLSA Classification | Commissioned, Exempt, Full Time

Reports to | Communications Director

Influenced by | Executive Pastor of Ministry Operations

Position Summary:

This position will be responsible for increasing awareness and engagement, including existing audiences and building new audiences for this rapid growing vision and movement. We are looking for someone that has confidence in their skills to take the vision of 2|42 leadership and create the right creative angle, messaging, audience engagement, channel/platform selection and package it in a way that the Lost can come to know God. The Marketing Lead will work across all departments and campuses to conceptualize, plan and implement marketing campaigns. This key person at 2|42 will be creative and process strong leadership and strategic planning skills, have the ability to set goals, measure deliverables and analyze the impact of the projects/strategies deployed; while most importantly having a heart for those that need to know the Lord and realize this position will be an integral part of them hearing from Him.

What To Expect From Us:

- Clear expectations for your leadership, ministry impact, and work-flow
- A work environment that will challenge and inspire you to be the best follower of Christ you can be (*ex: Jesus first, then spouse, then family, then ministry*)
- A leadership team that trusts you
- A leadership team committed to being led by God to impact our communities
- Coaching and support for your God-given calling
- A church that encourages and fans your gifts and talents

As a 2|42 Community Church Staff Member:

All Ministry positions at 2|42 work in a team. You will need to work well with existing team members and align to decisions that are made, even if you don't agree with them. A good team member has open and honest conversations, allows tensions that exist within the team but always supports the team's decisions and directions outside of the team meetings. Relational intelligence will be a key component to ensuring collaboration with the ministry teams.

- Meet 2|42's Leadership Expectations.
- Attend "All Staff" meetings, Campus Staff events, and Leadership Community events
- Respond to all correspondence (*email, voicemail, Slack, etc.*) within 24 hours either through direct communications or an automated reply letting someone know when they should expect a correspondence back.
- Lean on the systems and resources provided by 2|42 community Church (our databases, leadership pipeline, and any cross-campus interactions).
- That you meet and uphold our [Leadership Expectations](#) and agree to the [2|42 Statements of Beliefs](#), our [Mission and Core Values](#).

Job Responsibilities include but not limited to:

- A leader who is continuously engaged in the momentum and ever changing digital marketing strategies
- Develop, lead and manage the execution of marketing campaigns and projects as assigned.
- Research and understand WHO we need to be reaching
- Turn leadership vision into marketing strategies that work
- Support the power of personal invitation through marketing
- Research, understand, segment target audiences
- Oversee contracts with Website Agency & relationship
- Marketing strategy, development, execution to engage target audiences
- Develop website strategy to bring people to the website with robust SEO strategies
- Develop clear CTA's on our website and work with our contracted agency to make the website engaging and useful to our target audience
- Work with Agency for digital marketing campaigns
- Work with campuses/designers on marketing materials/deliverables
- Develop marketing strategy for social content and work to engage online audiences
- Oversee Marketing budget
- Innovate new ways to engage unchurched people online. Learn and understand church strategies to engage people online
- Creates metrics to measure success of communications and media engagement and creates reports about communication campaign impacts. Works with department leaders to ensure efforts are tied to strategic goals and outcomes.
- All other tasks as assigned

Personal Characteristics:

The successful candidate will have a deep and growing relationship with God, active involvement in the leadership of the church and campus, and have a commitment to maintaining healthy and accountable relationships. A Christ-honoring lifestyle marked by, servanthood, generosity, joy, a love for bible study and prayer. A growing passion to shepherd others in their walk with God and to work effectively with many key leaders is necessary. Integrity in finances, relationships, and time management are expected.

- A clear and vibrant commitment to Jesus Christ displayed through their personal faith and devotional life.
- A passionate love for the church and a healthy understanding and embracing of its history
- A solid commitment to the authority of Scripture and a well-developed personal theology.
- Sets a positive example and serves as a role model in their personal life.
- Warm, encouraging personality that connects well with others.
- A team player who's able to both follow and lead while always being FLEXIBLE.

- Great recruiter and trainer of others.
- Clear personal and professional vision.
- A passion for continuous improvement.
- A “whatever it takes” attitude.

Competency & Desired Qualifications:

In addition to the qualifications listed below, additional leadership competencies required are: team building, vision-casting and training leaders for ministry; ability to thrive in a fast-moving environment; excellent working knowledge of the Bible; tactical thinker with proven ability to equip leaders and organize functional structures; transformational leader of leaders; effective communicator to adults of all ages; proven effectiveness in a multi-staff & multi-campus setting; able to connect with people across generations.

- Bachelor’s degree in communications, journalism, public relations or relevant field.
- A minimum of 5 years’ experience in a similar role.
- Proven experience creating targeted content is advantageous.
- Strong knowledge of communication practices and techniques.
- Outstanding written and verbal communication skills.
- Must be able to multitask and work well under pressure.
- Excellent organizational and leadership abilities.

Sacerdotal Duties: This position will be a part of our Ministerial Leadership Team. As such, this staff position will act in pastoral roles, such as: teaching, baptism, funerals, communion, baby dedications, worship services, spiritual counseling, and administrative affairs of the church.

Employee:

Reviewed by:

Signature

Signature

Printed Name

Name and Title

Date

Date