



**bidwell**  
presbyterian church

growing deep growing up growing out

## **DIRECTOR OF MARKETING AND COMMUNICATION**

### **POSITION DESCRIPTION**

**MARCH, 2019**

### **POSITION OVERVIEW:**

Bidwell Presbyterian Church seeks a creative, analytical, and ambitious Director of Marketing & Communications. This full-time position is responsible for the strategy and execution of marketing and communication programs aimed at generating consistent growth and increasing brand awareness in the church as well as the community.

Successful candidates will be highly creative and skilled at engaging our congregation and community through effective storytelling in print and digital media as we pursue our mission: Joining in God's Restoration: Deeper in Christ, Daring to serve, Together with joy.

Core job responsibilities include: creation of the church-wide calendar; oversight of print, electronic, and social media communications; analytics; content creation; and budget management.

As a member of the senior staff team, the Director of Marketing & Communications serves and supports the church and staff, and works in a manner consistent with our core values of grace, reaching out, authenticity, celebration, and extravagant generosity.

**REPORTS TO:** Senior Pastor

**STATUS:** Full-time with benefits

### **REQUIREMENTS:**

- At minimum, a bachelor's degree in a relevant discipline and 3-5 years in a related position
- Consistent track record of developing growth in our ministries through targeted marketing programs
- Experience in branding and marketing
- Experience with data analysis and department budget management
- Basic web and basic graphic design (Photoshop and InDesign skills preferred)
- Well-developed writing skills for creating marketing, program content, and press releases
- Outstanding written communication skills
- Adept at project planning and management, time and resource management, creative problem solving, attention to detail and sound decision-making
- Strong collaborative and people skills
- Nonprofit development experience a plus

## **ESSENTIAL QUALITIES:**

- Capable of working independently and as part of a team in a project-based setting. Passionate about the mission of Bidwell Presbyterian, about helping us tell our stories, and about building our brand in a compelling way.
- Motivated and innovative, taking initiative and always thinking about improved ways to represent the church.
- Ability to prioritize to meet multiple deadlines.
- Flexible working style.
- Able to adapt to new marketing and communication trends and tools.
- Open and receptive to ideas and feedback.
- Impeccable ethics and integrity.
- Proactive in support of the church's purpose, goals, and programs.

## **Major Responsibilities:**

The Director of Marketing & Communications is responsible for the following duties, as well as additional duties as assigned:

- Working with Senior Staff to develop event and planning calendars across ministries, and assist with the creation of work plans and budgets for marketing and fundraising campaigns.
- Lead the concept development, production, and distribution of all promotional and communications efforts, including print and electronic (email, social media), and bulletins.
- Develop rich written and visual content aimed at telling the story of the Bidwell Presbyterian and engaging audiences for publication through print, web, and social media channels.
- Manage Bidwell Presbyterian Church written and visual brand standards.
- Work in partnership with third-party vendors, including graphic designers, printers, photographers, and videographers on the creation, management, and publication of materials.