



# CHRIST PRESBYTERIAN CHURCH

## Digital Marketing & Communications Specialist

### CPC Vision

To boldly extend the invitation Jesus makes to us, to everyone.

### Overview

The Digital Marketing & Communications Specialist will develop and maintain strategy for CPC's digital presence including social media, website, and email campaigns. This person will be successful when our digital presence is engaging more people and maintaining alignment with CPC's vision, values, and goals. This position is part of the Communications Team and reports to the Director of Communications.

### PRIMARY RESPONSIBILITIES

- Social Media
  - Grow CPC social media platforms and expand the digital platform of content we are using at CPC—sermon clips, interviews, music video.
  - Develop strategy and monthly content plans for each platform and work collaboratively with other ministry areas to keep brand alignment and overall organization voice and vision.
  - Create timely and engaging content optimized for each platform used and the intended audience. Customize social media pages, develop supporting offline collateral, and create original content. Execute on social media in the moment for events and programs.
  - Maintain weekly media uploads to all web and digital marketing channels.
  - Strategic and timely interaction with our online community through intentional messaging and comment and response management.
  - Stay current with social media trends and tools, including attending networking and education events, reading blogs, and listening to podcasts.
- Website
  - Oversee website content, ensuring it is accurate, effective, and posted/removed promptly.
  - Create new landing pages and re-design pages when necessary.
  - Partner with the Associate Director of Media Production & Visual Design to develop creative media and digital content in order to use and develop digital platforms (Vimeo, YouTube, social media).
  - Analyze web traffic metrics and suggest solutions to boost web presence.
  - Monitor SEO/SEM and marketing metrics to forecast trends.
- Email Marketing
  - Develop and implement email campaign strategies.
  - Manage Planning Center Online database synced lists in MailChimp.
  - Create or manage most email campaigns.

## **OTHER DUTIES**

- Collaborate with team members to develop creative ideas, marketing campaigns, and design concepts that engage target audiences.
- Oversee text marketing.
- Contribute ideas and feedback in creative brainstorming meetings.
- Serve as a project manager for specific communications projects as needed.
- Ideate, write, and edit content for CPC publications (*CPC Life* magazine, brochures, bulletin, etc.) about events, programs, and stories of CPC. Ensure information is presented in clear, consistent, and compelling language.
- Work and communicate effectively with staff, congregation, volunteers, visitors, and vendors.
- Ensure copyright laws are upheld and proper copyright submissions of content.
- Participate in intentional weekly check-ins with the Director of Communications.
- Attend Communications Team meetings.
- Attend CPC staff meetings and other staff day away/retreats as determined by Director of Communications.
- Participate in special weekend services and CPC events as needed.

## **MINIMUM REQUIREMENTS**

- Actively pursuing a relationship with Jesus Christ
- Commitment to make CPC your church home and faith community
- Alignment with CPC mission, values, and statement of faith and ECO Essential tenets
- A creative spirit with a taste for aesthetic; has a passion for finding fresh, innovative ways to communication ideas and concepts
- Strong vision for storytelling
- An energy for communicating through all mediums—print, digital, and social media
- Excellent writing and editing skills, including mastery of grammar and punctuation
- Ability to work weekends, specifically Sundays, and special events on a regular basis
- Eagerness to join a fast-paced, highly collaborative team environment
- Strong attention to detail and ability to manage a project from start to completion
- A confident self-starter and multi-tasker
- Ability to manage ongoing development of an organizations voice and story
- Experience in social media, content marketing, and email marketing
- Creative Cloud experience

## **PREFERRED REQUIREMENTS**

- Bachelor's degree in English, communications, or journalism, or sufficient job-related experience in communications
- Experience in graphic design, website development, and video editing
- Familiar with video editing software
- Marketing/social media management experience in a ministry setting
- Experience with the Mailchimp email marketing platform
- Experience using Planning Center Online (PCO)

## **PHYSICAL REQUIREMENTS**

- Ability to sit, walk and/or stand for extended times

- Ability to perform tasks involving keyboard and computer monitor, requiring ability to grasp and utilize finger dexterity and visual acuity

**POSITION REPORTING:** The Digital Marketing & Communications Specialist reports to the Director of Communications

**HOURS:** This is a full-time, exempt, year-round position – some Sundays and some evenings for specific events and programs

**For further information, or to submit a resume, cover letter and writing sample, please contact:**

[employment@cpconline.org](mailto:employment@cpconline.org)

Christ Presbyterian Church  
Director of Operations  
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This job description describes the general nature and work expected of an individual assigned to this position. Employees may be required to perform any other job-related duties as requested.