

**YORBA LINDA FRIENDS CHURCH
MARKETING COORDINATOR
FULL-TIME, NON-EXEMPT**

JOB PURPOSE

To serve Friends Church by providing project management, marketing execution, and excellent internal communication to help enhance the overall vision and brand of Friends Church.

ESSENTIAL FUNCTIONS

Some of the primary duties include:

Project Management

- Manage all team projects, helping manage the MarCom Team's priorities and time, helping find the appropriate balance between MarCom projects and ministry requests.
- Maintain healthy relationships and communications between the MarCom Team and ministry leaders and staff, scheduling regular meetings that communicate the department's strategies, priorities as well as reviewing established goals.

Promotion Planning

- Work with the Director of MarCom to create and maintain Marketing Guides and Marketing Plans for all Core programs and priority initiatives.
- Lead and communicate Marketing Guides and Promotion Plans to all ministries, campuses and the Friends Network to be used in all marketing and promotional campaigns and initiatives.

Brand Management

- Ensure the Friends Church brand is consistent across the spectrum of ministries, campuses and the Friends network of churches.
- Assist the Director of MarCom with the development and maintenance of the Friends brand through copy, design, print and digital marketing channels.

Channel Management

- Execute weekly marketing tasks such as creating email marketing campaigns, posting on social media, updating website content, and printing weekend collateral.
- Create and communicate accurate reports that demonstrate ROI for marketing spend while maintaining a healthy marketing budget.
- Work with the director of MarCom to create a strategic marketing plan that ensures Friends Church reaches its yearly goals.
- Be responsible for the execution of the strategic marketing plan, leading the MarCom Team to execute the required tasks with excellence, on time and on budget.

General Functions

- Participate in *Rooted* once per year, and other all-church Group Life series as requested
- Attend and participate in all staff Friends Church events, programs, and training.
- Cooperate with Supervision by performing appropriate related duties when assigned or instructed

QUALIFICATIONS

Experience, Education and Licensure: A Bachelor's degree (marketing and communications focus a plus), with minimum of three (3) years experience in communications, design, and/or marketing. The ideal candidate would have both a ministry and industry background.

KNOWLEDGE AND SKILLS

SKILLS: Must be a strong leader, excellent communicator, team player, a self-starter, and someone who loves to get stuff done! The ideal candidate enjoys designing and working within systems, processes and

structure. The ideal candidate must be great with people, enjoy working on multiple projects at the same time, thrives under pressure and deadlines, passionate about executing a plan and completing tasks, and great with managing your own time. Must show proven competencies in technology, design, brand management and multi-channel marketing.

ABILITY: Ability to comprehend written and oral information and to express written and oral information with clarity. Ability to identify problems, exhibit both inductive and mathematical reasoning. Ability for occasional travel.

PHYSICAL DEMANDS: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.* While performing the duties of this job, the employee is regularly required to sit and talk and hear. The employee will be required to visually review design artwork, see color and have good spatial recognition. The employee is frequently required to use hands to handle or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 30 pounds

WORK ENVIRONMENT: *Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.* The noise level in the work environment is usually moderate. The Communications department is a fast-paced, collaborative work environment. The ideal candidate will thrive in a team-oriented, results-driven environment where ideas are shared, projects involved multiple creative opinions and

Friends Church reserves the right to change, rescind, add or delete the duties and responsibilities within this job description at any time.