

# Marketing Manager/Specialist

Full-Time | Non-Exempt | Central | \$26-\$29/hour

## WHO WE ARE

Working at Real Life Church is about so much more than a career—it is a calling. Our dedicated employees are the lead stakeholders in Real Life’s mission, vision, and values. We work hard to lead and develop Real Life Church ministries, helping people find and follow Jesus by being a church that unchurched people find irresistible

## WHO WE ARE LOOKING FOR:

- A Christian who is, or is willing to become, a member of Real Life Church.
- An individual in agreement with Real Life Church’s Mission, Vision, Values, and Core Beliefs <https://reallifechurch.org/about/beliefs-values/>
- Someone who unreservedly embraces Real Life Church’s ethos as a church for unchurched people

## OVERVIEW

Working under the direct supervision of the Communications Director, the Marketing Manager/Specialist will assist in creating marketing plans, maintain and ensure strict adherence to the style guidelines, and create content that supports the mission and values of Real Life Church.

## PRINCIPAL ROLE AND RESPONSIBILITIES

- Develop and execute marketing plans for all projects as assigned by the Communications Director.
- Drive effective leadership and project management across all assigned projects.
- Complete deliverables and promotion requests, including graphics, print materials and web updates as assigned.
- Create branding; including series graphics, message looks, and thumbnails for content.
- Write quality copy in the form of social posts, emails, newsletters, and web content.
- Tell stories through engaging copy, photography, graphic design, audio & video.
- Work collaboratively as a team member for optimal outcomes for all projects.
- Interact successfully with RLC Staff to identify appropriate amplification opportunities within RLC and the local community.
- Help develop and continually tell the story of 30 by 30 and the Real Hope Generosity Campaign.
- Help acquire & engage new followers, generate site traffic, increase conversion, and complement overall marketing objectives.
- Recruit, develop manage volunteers in photography, print shop, copywriting, and graphic creation.

### **Minimum Qualifications**

- Minimum of two years of related experience or a combination of training and experience required.
- Bachelor's degree in Marketing, English, or related-field preferred.
- Excellent problem-solving skills
- Able to explain complex social media data in an understandable way.
- Exceptional multi-tasking skills
- Must be a team player with results-oriented focus.
- Excellent time management skills with a proven ability to meet deadlines.
- Proficient with Microsoft Office Suite, Google Suite, or related software.

### **Physical Demands and Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required:

- To talk or hear
- To use hands or fingers, handle or feel objects, tools, or controls.
- To stand; walk; sit; and reach with hands and arms.
- To occasionally lift and/or move up to 50 pounds.
- Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus.
- The noise level in the work environment is moderate to loud.