



MISSION

We exist to help people find and follow Jesus.

CONTACT

Real Life Church
23841 Newhall Ranch Rd
Valencia, CA 91355

661-775-7401
hr@reallifechurch.org

Marketing Manager

Full Time | Non-Exempt | Central

OVERVIEW

Real Life Church Ministries seeks a passionate and experienced Marketing Manager/Specialist to help take our organization to the next level. Real Life Church Ministries is a multisite church located in Los Angeles County with physical campuses in Valencia, Simi Valley, Canyon Country and Lancaster and an online campus that attracts people worldwide. Real Life Church has embarked on an amazing journey to launch 30 churches by the year 2030 in the state of California. We know we can't fulfill that goal without a group of talented team members and are hoping you will join us on that journey!

PRINCIPAL ROLE & RESPONSIBILITIES

Working under the direct supervision of the Communications Director, the Marketing Manager/Specialist will assist in the creation of marketing plans, maintain and ensure strict adherence to the style guide, create content that supports the mission and values of the organization and monitor and build out all social media platforms – across all campuses.

The essential functions include, but are not limited to the following:

- Marketing
 - Support the Communications Director in the execution of all marketing plans.
 - Drive effective project leadership across projects
 - Develop and execute marketing plans for assigned projects and events.
 - Support the communications team to achieve optimal outcomes for all projects.
 - Collaborate with teams to identify appropriate amplification opportunities within local events.
 - Serve as primary marketing contact for communications campus launch teams
- Social Media
 - Work collaboratively with the communications team to execute and maintain designated social media accounts, including the creation of assets, content, copywriting, and draft/scheduling posts on designated social media management platforms.
 - Bring our brand to life through engaging content on our social media platforms (Instagram, Facebook, Twitter, etc.)
 - Create and develop timely dynamic, unique, and interactive social and visual media content with strategies that help acquire & engage new followers, generate site traffic, increase conversion, and complement overall marketing objectives.
 - Maintain the monthly calendar for all social media and align it with the overall marketing and communication strategies.
 - Analyze & distribute weekly, monthly, and quarterly reports on social media performance. These analytics should show correlations to marketing campaigns and promotions.

- Analyze the long-term needs of the RLCM social media strategy and offer quarterly reports to the executive teams that outline any necessary changes to the digital marketing plan.
- Content Creation
 - Tell stories through engaging copy, video, audio, photography, graphics, and other forms of content
 - Develop written copy in the form of emails, newsletters and web content
- Any additional duties as assigned

Minimum Qualifications (Knowledge, Skills, and Abilities)

- BA / BS in Marketing, Communications, English or experience equivalent preferred
- 2+ years' experience in marketing or social media management
- Exceptional multi-tasking skills
- Able to explain complex social media data in an understandable way
- Strong problem-solving skills
- Must be a team player with a results-oriented focus.

Spiritual Requirements

- Abide and adhere to RLC's Statement of Faith Acknowledgement #1 and #2 as referenced on the application.

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. Reasonable 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
- The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls.
- The employee is occasionally required to stand; walk; sit; and reach with hands and arms.
- The employee must occasionally lift and/or move up to 25 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 usually low to moderate.

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