

Engagement Marketing Manager

Campus: Friends Church/Yorba Linda Campus

Church Size: 6,000+

Ministry Scope: Full time, non-exempt

Compensation: \$60,000-\$65,000

Reports to: Director of Marketing

About Friends Church

Friends Church is a growing, multi-generational community located in North Orange County, California. We are committed to becoming a community of authentic Christ-followers, compelled to change our world. We believe the next generation matters—and we are passionate about helping students and families know and follow Jesus.

Position Summary

The Engagement Marketing Manager helps Friends Church fulfill its mission by guiding people from the crowd into meaningful connection and engagement. This role leads and executes internal marketing and communication efforts that help individuals take next steps—joining a group, serving, giving, or growing in faith. As a creative, detail-oriented, and proactive team member, the Engagement Marketing Manager partners with the Marketing Director and ministry leaders to support campaigns that create pathways for belonging and participation in what God is doing through Friends Church.

What You'll Do

Marketing strategy and campaign execution

- Contribute to and execute marketing strategies that align with Friends Church's mission, brand, and engagement goals.
- Prepare strategic marketing plans for individual projects with final approval from the

Marketing Director.

- Plan, oversee, and assist in creating copy and design content for all marketing channels, including web, app, email, social, print, digital advertising, signage, and campus assets.
- Develop and manage content for both internal and external audiences, including blogs and collaborative initiatives with public figures or partners.

Project management and collaboration

- Manage and drive progress on assigned low-to mid-level priority projects, ensuring adherence to timelines, quality standards, and brand alignment.
- Coordinate the gathering of information from ministries and staff to ensure seamless communication and timely delivery of marketing assets.
- Act independently while working effectively with cross-functional teams, ministry leaders, and senior staff. Respond promptly to time-sensitive proposals, requests, and inquiries related to assigned projects.

Analytics and Optimization

- Provide post-event and post-campaign analytic reports to marketing leadership, tracking performance, and recommending improvements for future initiatives.
 - Apply insights from data, user experience, and engagement trends to refine communication strategies and systems.
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What We're Looking For

- **Strategic thinking** – Ability to build systems and processes that align with long-term vision and organizational needs.
 - **Empathy and emotional intelligence** – Builds trust, listens well, and leads with compassion and fairness.
 - **Execution and follow-through** – Manages projects to completion with excellence and attention to detail.
 - **Collaboration** – Works effectively with cross-functional teams, department heads, and senior leaders.
 - **Confidentiality and integrity** – Handles sensitive information with discretion and professionalism.
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Education and Experience

- 3+ years of experience in marketing, communications, or engagement systems.

Proficient understanding of CRM tools, digital communication, and user experience design.

- Excellent content creation, writing, and editing skills to produce clear and compelling materials.
 - Strong organizational, leadership, and project coordination skills.
 - Ability to move fluidly between strategy and hands-on execution.
 - Strong communication and collaboration skills.
 - Self-starter with strong ownership mentality and growth instincts.
 - Passionate about helping people find belonging and purpose in community.
 - A personal and active relationship with Jesus Christ, living a Christ-centered lifestyle.
 - A strong commitment to the mission and values of Friends Church.
 - A commitment to regularly attend Friends Church on weekends, participating in a Life Group, and giving.
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Join Our Team

At Friends Church, you'll have the incredible opportunity to shape the spiritual formation of people to become authentic Christ followers compelled to change the world. You'll work with a supportive team that values innovation, authentic relationships, and measurable impact.

We offer:

- **Comprehensive Benefits:** Retirement plan with employer match, parental leave, professional development allowance, and generous holiday and sick pay.
 - **Professional Growth:** Opportunities for advancement within a multi-campus church environment, conference attendance, and continuing education support.
 - **Collaborative Team:** Work alongside passionate staff and volunteers.
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Ready to Shape the Future?

If you're ready to invest in people to become Christ-followers compelled to change the world, we invite you to apply and join our mission.

[Apply today](#) and help us build the church of tomorrow.

Friends Church is committed to building diverse communities that reflect the kingdom of God. We encourage applications from candidates of all backgrounds who share our mission and values.