

## **CREATIVE MARKETING MANAGER**

### ***CPC Vision***

At CPC we want to be a people and a church open to how the Gospel moves.

### ***Overview***

The Marketing Manager will collaboratively develop and maintain strategy for CPC's digital and print presence, including social media, website, and email campaigns. This person will be successful when growing our brand presence to engage more people, while aligning with CPC's vision, values, and goals. This role requires a creative thinker with excellent communications skills and an understanding of digital and traditional marketing techniques.

### ***Primary Responsibilities***

- **Marketing Strategy:** Develop and execute comprehensive marketing plans to increase church visibility, attract new members, and engage the congregation
- **Content Creation and Management:** Develop, manage, and maintain high-quality content for various platforms, including social media, email marketing, website, and print materials. Utilize a digital content calendar to ensure timely, engaging, and optimized content for each platform and audience, including real-time execution during events and programs like Sunday worship.
- **Social Media Marketing:** Oversee all social media accounts, ensuring consistent, engaging, and on-brand messaging across platforms. Engage strategically and timely with the online community through intentional messaging, comment, and response management.
- **Digital Marketing:** Utilize digital marketing tools and analytics to track campaign performance, optimize strategies for greater impact, and monitor SEO/SEM and marketing metrics. Develop and manage email campaign strategies for CPC and its ministries based on these insights.
- **Brand Management:** Ensure the implementation and adherence to the CPC brand across all communications channels.
- **Art Direction:** Partner with the team to provide creative direction for programs, events, and sermon series, ensuring all visual elements are cohesive and engaging.
- **Creative & Communications Team participation:** Collaborate with team members to develop creative ideas, marketing campaigns, and design concepts that engage target audiences; contribute ideas and feedback in creative brainstorming meetings.
- **Ideate, write, and edit content** for events, programs, and stories; ensure information is presented in clear, consistent, and compelling language.
- **Capture photographs** for various events and programs and promotional materials.
- **Provide regular reports** on marketing activities, website performance, and overall impact and trends.

### ***Other Duties***

- **Meet regularly** with the Director of Creative & Communications for development, encouragement, feedback, and accountability



- Actively participate in and attend weekly Creative & Communications Team meetings
- Communicate and work effectively with staff, congregation, visitors, and vendors
- Attend CPC staff meetings and other staff events/retreats as determined by supervisor
- Participate in various CPC programs, including weekend services, special services for holidays (Advent, Palm Sunday, etc.), and other leadership events

### **Minimum Requirements**

- Actively pursuing a relationship with Jesus Christ
- Commitment to make CPC your home church and faith community
- Alignment with [CPC mission, values, and statement of faith](#) and [ECO Essential tenets](#)
- A working knowledge of Scripture and an active prayer life
- Collaborative spirit and team player
- Solid organizational, detail-oriented, and multi-tasking skills
- Confident self-starter with a strong work ethic
- An eagerness to learn with a teachable and flexible spirit
- An energy for communicating through all mediums – print, digital, and social media
- Experience in social media, content marketing, and email marketing
- Marketing/social media experience in a ministry setting
- Ability to recruit and train volunteers
- BA/BS degree (or equivalent) in Marketing, Communications, or related discipline

### **Preferred Requirements**

- Experience with Creative Cloud, Basecamp, HubSpot, and Planning Center Online (PCO)
- Experience in graphic design, website development, and video editing

### **Physical Requirements**

- Ability to sit, walk, and/or stand for extended times
- Ability to occasionally lift, carry, and/or move 10-25 pounds
- Ability to perform tasks involving keyboard and computer monitor, requiring ability to grasp and utilize finger dexterity and visual acuity

**Position Reporting:** Marketing Manager reports to Director of Creative & Communications

**Hours:** This is a full-time (40 hours/week), year-round, salaried, and exempt position. The work week is Sunday-Thursday, with some evening events.

**Benefits & Compensation:** This position is eligible for Medical, Telemedicine, HSA, FSA, Dental, Vision, Life/AD&D, STD, LTD, voluntary Life AD&D, and 403(b) retirement plan with employer contributions. Annual salary range is \$52,000 - \$65,000, depending on a number of factors such as experience, skillset, education, and role requirements.



**Application Details:** To apply for the position, please contact us via email at [employment@cpcedina.org](mailto:employment@cpcedina.org). Provide a cover letter and include a current resume outlining your experience and relevant qualifications.

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