

Marketing Director

Love God. Love People. Live Life to the Full.

Home Base

South Campus

Status

Full-time, Salary, Exempt

Reports to

Executive Pastor of Campus Experience

Leads

Marketing & Social Media Coordinators

Campuses

4 Lubbock-area campuses

Ministry Family

Lubbock Dream Center · New Legacy Homes

About Church on the Rock

Church on the Rock is a multi-campus church across four Lubbock-area locations, with a growing ministry family that includes the Lubbock Dream Center and New Legacy Homes. All of it moves in one direction — the vision our Senior Pastor has set for this church — to help people Love God, Love People, and Live Life to the Full. Our Marketing Director is the steward of that vision's voice, making sure it sounds and looks the same whether someone meets us at any of our four campuses, online, or through the wider work God is doing across Lubbock.

Position Summary

We're looking for a marketing leader who can hold real complexity — four campuses, a growing ministry footprint, multiple platforms — without losing a single, coherent voice. This isn't a role for someone building their own brand vision; it's for someone who can take our Senior Pastor's vision for Church on the Rock and translate it faithfully into every campus, page, post, and print piece we produce.

You'll lead a capable team, own how COTR shows up everywhere it shows up, and make sure every person who encounters us — at South Campus or any of our other locations, online, or through the Dream Center or New Legacy Homes — experiences one clear, unmistakable story.

Why this role matters: *At this size and scale, drift is the real risk — four campuses and a growing ministry family can quietly pull in four different directions. This role exists to make sure that never happens: one vision, one voice, everywhere COTR shows up.*

Working in Step with the Senior Pastor's Vision

This role does not set COTR's vision — it protects and translates it. Every brand decision, campaign, and campus rollout should trace back to what our Senior Pastor is calling this church toward, not to a marketing trend or a personal preference for design direction.

In practice, that means staying close enough to leadership to catch vision shifts early, asking before assuming when something is unclear, and building a team that can execute that vision consistently across four campuses and a growing ministry family — rather than each campus or coordinator interpreting it their own way.

What Winning Looks Like in This Role

Here's how we'll know you're winning — not just checking boxes, but building something that lasts:

In your first 90 days

- You understand every request pipeline, vendor relationship, and platform across all four campuses.
- You've met with leadership at the Dream Center and New Legacy Homes to understand how their stories connect to COTR's.
- Your coordinators know exactly what they own and feel supported, not micromanaged.

By 6 months

- All four campuses and every platform feel like the same church, with one clear, consistent voice tied to the Senior Pastor's vision.
- You're spending real, protected time thinking ahead — not just reacting to the next request.

By year one

- Your coordinators own their lanes with confidence — you're rarely pulled into tactical work yourself.
- People can point to a specific COTR story — from a campus, the Dream Center, or New Legacy Homes — that made them feel connected to this church.
- Leadership sees Marketing as a true partner in carrying the vision forward, not just a service desk.

What You'll Own & What You'll Collaborate On

You'll own

Primary Responsibilities

Marketing Project Requests & Vendor Management

- Own the intake-to-delivery process for all online, digital, print, and in-person marketing requests.
- Approve, decline, or route requests, and communicate clearly with requesting departments.
- Manage relationships with outsourced vendors (video production, print, and signage).

Design & Brand

- Set, design, and maintain COTR's visual identity across all four campuses, print, signage, merchandise, and digital assets.
- Lead major brand initiatives — executing re-designs, new logos, campus imagery refreshes — always in step with the Senior Pastor's vision.
- Manage design or direct the graphic designer and design vendors to keep everything on brand.

Website, App & Social Media

- Oversee accuracy and brand consistency on our website and apps across every campus.
- Set strategy for social media and empower the Social Media Coordinator to execute day-to-day content.
- Keep one consistent COTR voice and story across every platform and campus.

You'll collaborate on

Where You Partner & Support

- **Event Planning:** Support major events (Bloom, Baptisms, Candlelight, and more) with branding and marketing assets.
- **Church Online:** Support sermon notes development; help recruit and schedule online hosts and moderators.
- **Videography & Photography:** Coordinate with outsourced videographers and provide design assets for video use.
- **AVL & Production:** Partner with our AVL team to ensure marketing materials are used well during services and events.
- **Ministry Family Alignment:** Coordinate with Lubbock Dream Center and New Legacy Homes leadership so their storytelling and visual identity stay connected to COTR's core voice, even as they serve distinct audiences.
- **Community Partnerships:** Help oversee promotional efforts and partnerships with other Lubbock-area organizations.

Qualifications

Required

- Working fluency in Adobe Photoshop, Illustrator, InDesign, and Canva — not just one. Files move constantly between our team and outside partners like Slate and Church Squad, who work in professional Adobe formats, so Canva familiarity alone isn't enough for this role.
- A positive, team-first attitude and willingness to serve COTR members, volunteers, and staff.
- Excellent organization and time management, using project management tools like Asana and Microsoft Teams.
- Strong understanding of social media content strategy and distribution.

Preferred

- A natural design-and-social-media bend, and the ability to connect the two into an overall marketing strategy.
- Experience managing outsourced vendors (video, print, web/app development).
- Photography, videography, writing, or email/CRM experience — photography in particular is a real plus right now (see "What You Should Know Going In" below).
- Strong communication and problem-solving skills; a visionary who works well with others.
- Experience working within a multi-campus or multi-site organization, where consistency across locations is a real, daily challenge — not a theoretical one.
- Ability to lift/move up to 10 lbs regularly, occasionally up to 25 lbs.

What You Should Know Going In

A couple of real, honest tensions this role will need to navigate — not hidden problems, just context we'd rather you have upfront:

Sunday photography is currently volunteer-dependent. *We've built a pattern of fresh photos most weekends, but our photography volunteers also shoot weddings, so weekend availability is inconsistent. If you're not a photographer yourself, part of your first 90 days will be assessing whether that weekly pattern is sustainable as-is or needs a different approach and bringing leadership a clear recommendation either way.*

Design tools are non-negotiable, not a nice-to-have. *This role sends and receives files daily with outside partners (Slate, Church Squad) who work in professional Adobe formats — so Adobe Illustrator and InDesign fluency matters as much as Canva does, not instead of it.*

Who You Are & How We Work

As an employee of COTR, you are expected to:

- Maintain a strong personal relationship with God.
- Use integrity while off campus; your integrity is a reflection of the church.
- Be an active member of COTR by attending and supporting the weekend church services.
- Commit to the "Let's Row" values of COTR staff.
- Commit to the overall vision of the church.
- Possess the ability to self-motivate and manage time well; being proficient in meeting deadlines/timelines.
- Request and communicate to your oversight times that you must be out of the office (vacation and sick days).
- Commit to be a resource to each ministry within the church as needed.
- Be in the office on time and ready to work until your workday is completed.

COTR Biblical Principles

- Must be a saved and born-again believer in Jesus.
- Must be a member of Church on the Rock and attend services faithfully.
- Maintain proper priorities at home with spouse/children.
- Must be able to teach, express and expound upon the gospel with anyone.
- Must serve on a weekend service at one of the campuses.
- Must regularly pray, support, and encourage others.
- Must participate and/or help lead the spiritual growth and development of themselves and their immediate team.
- Employee is expected to further the mission of Church on the Rock through their work and lives.
- Employees are required to attend COTR culture training.

Employees understand and acknowledge that COTR's principal purpose is to be a community of people who Love God, Love People, and Live Life to the Full. All employees at COTR are expected to work and live in accordance with biblical principles which include but are not solely limited to the following: salvation is through the sacrificial blood of Jesus Christ and accepting Him through faith, acceptance of the Bible alone as the exclusive authority and is without error, believer's baptism, commitment to fulfill Christ's great commission to make disciples of all nations. Employees agree to work and live under these key principles; the practices set forth in the employee handbook and shall do all things necessary to preserve and to keep these principles in practice.

Your employment with Church on the Rock is at will. This means your employment is for an indefinite period of time, and it is subject to termination by you or Church on the Rock, with or without cause, with or without notice, and at any time.

Schedule

Full-time, up to 40 hrs/week, plus flexibility. Evenings and weekends may be required.

Physical requirements

Lift/move up to 10 lbs regularly, occasionally up to 25 lbs.

To apply, email a resume and application to Paige Allen – paige@cotrpeople.com