

COMPASSION CHRISTIAN CHURCH JOB DESCRIPTION

Position Title	Department	Reports to
Marketing Manager	Worship Experiences (WE)	Communications and Marketing Director
Employment Status	FLSA Status	Effective Date
☐ Temporary ☒ Full-Time ☐ Part-Time	☐ Non-Exempt ☒ Exempt	7.2026– do/ HR

WHO WE ARE

We are guided by our fundamental values, our **CORE4**, which define our culture, but it's our mission that drives everything we do: to **LEAD OTHERS TO A LIFE-CHANGING RELATIONSHIP WITH JESUS.**

- Roof Wrecker (RW): Willing to go above and beyond to help others connect with Jesus.
- Game Changer (GC): Committed to doing whatever it takes to advance the Kingdom.
- Ephesians 4 (E4): Focused on raising others up to fulfill their potential and contribute.
- We Over Me (W/M): Prioritizing the good of the team over personal gain.

POSITION SUMMARY

The Marketing Manager will develop and execute the church's multi-channel marketing strategy; This includes email, app, social media, external advertising, and web channels, ensuring every message reaches the right audience at the right moment (Softwares include StudioC-MES, Subsplash Web/App and Planning Center); Helps write and edit campaign copy across all touchpoints, maintaining a voice that is clear, warm and culturally resonant for a 30-something family audience; Track analytics and lead/lag measures for team goals and next steps as they pertain to digital channels; Develop and maintain external vendor relations such as news stations, radio spots, web advertising and other marketing and PR opportunities; This individual will ensure that every message aligns with Compassion's mission, vision and values.

ESSENTIAL DUTIES & RESPONSIBILITIES

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

- **Multi-channel Strategy Development (GC, RW):** Lead the development and execution of the church's marketing strategy across email, app, social media, web, and external advertising channels, ensuring messages reach the target audience effectively.
- **Copywriting & Content Creation (GC, RW):** Draft and edit campaign copy across all touchpoints, maintaining a clear, warm and culturally resonant tone specifically tailored to a 30-something family audience.
- **Analytics & Performance Tracking (E4,W/M):** Monitor and analyze performance data, tracking lead and lag measures to guide team goals, inform next steps and optimize digital channel effectiveness.
- **Vendor & PR Relations: (W/M):** Manage external partnerships including news stations, radio spots and web advertising opportunities to expand the church's marketing and public relations reach.
- **Mission Alignment: (E4, W/M):** Ensure that all communications, marketing materials and campaigns consistently align with the church's core mission, vision and values.
- **Additional Responsibilities (W/M, GC, E4):** Perform other duties as assigned that support the overall mission of the church.

COMMITMENT TO CHRIST and CCC

- Demonstrates a personal relationship with Jesus Christ and actively engages in spiritual growth.
- Participates in regular accountability with a designated staff partner or approved individual.
- Adheres to the Mission, Vision, Core Values, Philosophy of Ministry, and Statement of Faith of CCC.
- Supports and upholds the policies and procedures outlined in the CCC Employee Handbook.

TEAMWORK and PROFESSIONALISM

- Embraces a collaborative team mindset and actively contributes to the objectives of the Vision & Strategy Team (VST).
- Maintains the highest standard of personal conduct and lifestyle, as outlined in the Team Assumptions.
- Demonstrates a commitment to excellence in all work, recognizing its significance.

MINIMUM QUALIFICATIONS

Education:

- Bachelor's Degree preferred in a relevant field such as Communications, Marketing, Graphic Design, Media Production, or a related discipline. Consideration will be given to candidates with extensive experience and demonstrated proficiency.

Experience:

- A minimum of three (3) years of experience in marketing and creative content development within ministry or related environments preferred. Candidates with transferable skills from diverse backgrounds are encouraged to apply. Proficiency in StudioC-MES, Subsplash Web/App and Planning Center preferred.

Knowledge, Skills, and Gifts:

- **Creative Vision:** Ability to conceive and produce innovative content that engages audiences and supports the ministry's mission with a passion for impactful storytelling across various media.
- **Relational Skills:** Strong interpersonal skills required for effective collaboration with team members, managing vendor relations and pursuing PR opportunities.
- **Organizational & Administrative Skills:** Proven project management capabilities, including the ability to oversee multiple initiatives, meet deadlines and ensure high-quality results.
- **Communication:** Exceptional verbal and written skills necessary for crafting compelling narratives tailored to resonate with the target audience across the church's multi-channel marketing strategy.
- **Spiritual Character:** Demonstrates a Christ-centered, servant-hearted life marked by integrity, humility, compassion, and commitment to the church's mission.

EMPLOYEE ACKNOWLEDGEMENT

I understand and acknowledge that my employment with Compassion Christian Church is "at-will," meaning it can be terminated by either party at any time, with or without reason, and with or without notice. This job description, along with any other provided documents, does not constitute an employment contract or guarantee of continued employment.

I have read and understand the contents of this job description. I understand that it may be subject to change and does not alter my "at-will" employment status.

Reviewed with employee by

Signature: _____ Name (print): _____

Title: _____ Date: _____

Received and accepted by

Signature: _____ Name (print): _____

Title: _____ Date: _____