

## University Baptist Church (UBC) Staff Position Description

This position description may not list all the duties of the position. University Baptist Church has the right to revise this job description at any time.

<p><b>Position Title:</b> Marketing and Communication Manager <b>FLSA Status:</b> Exempt X part-time (50%) Non-Exempt <b>Reports to:</b> Pastor <b>Scope of Supervision:</b> none</p>
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### **Purpose of Position and Impact on UBC's Mission:**

UBC, a progressive church with a history of and current involvement in civil rights and social justice, is seeking a Marketing and Communication Manager. This person will be responsible for engaging the public through implementation of the organization's annual marketing strategy and plan. This position's primary responsibilities are to manage digital and social media marketing, develop and maintain website content, design marketing materials and implement brand standards. This position develops the church's annual marketing and communications plan and budget and is the lead implementor, planner, designer and manager of audience content. It also helps promote special events and coordinates outreach on behalf of the congregation. The Marketing and Communications Manager works closely with the Pastor, Church Council, Music Director, Property Manager, and Administrative Assistant. The Marketing and Communications Manager executes day-to-day marketing and communication activities, with a focus on engaging, vibrant, and customer-focused writing skills along with video/audio content creation. Because of the pace, volume, and variety of projects, this position demands a person who knows how to manage schedules, solve problems, and flex when needed.

To perform this position successfully, an individual must be able to perform each Essential Function satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the Essential Functions.

### **Essential Position Functions (Key Deliverables):**

- Personally commit to and support a diverse, equitable and inclusive environment where all voices are sought, heard, and respected.
- Have a working knowledge of and keep up to date with ministry and social justice activities of the church, as related to the Marketing and Communications Manager position.
- Cultivate positive relations with congregation, Council and ministry team leaders, staff, volunteers, and other ministry partners.
- Cultivate a positive communication ecosystem that facilitates effective communication with internal and external audiences.

### **Marketing and Branding Responsibilities:**

- Lead efforts to promote UBC programming to boost visibility within the community and attract new congregation members.
- Oversee development and execution of marketing campaigns, including designing materials, managing vendor relationships, and evaluating effectiveness.
- Develop and implement the annual marketing and communications plan and budget to reach the congregation's target audiences. Monitor and report on effectiveness of plan objectives and goals in collaboration with the Church Council.
- Manage and evaluate digital marketing strategy including (but not limited to) paid advertising, search engine optimization, etc.
- Lead congregational engagement and communication through the effective use of Servant Keeper, our church management software.
- Create and lead the adoption of UBCs brand standards across the organization.
- Create, update, and maintain printed and digital marketing materials and public facing presentations. Design graphics as needed. Work with graphic designers, printers, and other vendors to develop electronic and printed communication materials including (but not limited to) direct mail, logos, graphics, advertising, signs, brochures, fliers, posters, postcards, and other assets.
- In collaboration with the Outreach Coordinator, manage contracts and budgets for website, digital marketing, print advertising, and other vendors.

### **Communications and Public Relations Responsibilities:**

- Oversee communications strategy and deliverables for UBC. Major deliverables include social media content, monthly e-newsletter, website and blog, annual report, donor materials, media releases, and materials for special events.
- Ensure communication and materials are brand consistent, informative, and accurately convey the congregation's mission, vision, programs and ministries.
- Monitor inventory of UBC collateral, such as letterhead, envelopes, business cards, thank you cards, etc. and work with the Administrative Assistant to restock as necessary.
- Respectfully gather and ensure ethical use of photos, stories and testimonials for communication materials.

- Nurture regional media relations and other pertinent communication partners. Write press releases and communication materials and submit strategic content to regional media and/or other partners.
- Update and maintain regional media and communication lists/database.
- Ensure development of audio, video, and other materials for dissemination.
- Provide the materials needed (brochures, talking points, etc.) to congregational spokespersons.
- Contribute to and edit mass emails, including creating email lists, designing emails and reporting on email performance.
- Represent the organization and/or recruit internal volunteers for presence at community outreach events.
- Design outreach materials and manage inventory and storage of outreach and event supplies and signage.
- Manage relationships with outreach partners. Record and report on effectiveness of outreach activities.
- Assist in managing and coordinating the congregation's internal and external special events. Assist staff, Council and volunteers with the recruitment and coordination of special event and program sponsors.

#### **Website and Social Media:**

- Oversee content strategy and management for UBC's website to highlight the church's key initiatives and offerings and maximize public engagement.
- Evaluate the church's current social media presence and make recommendations on how to best communicate with key audiences online. Develop content for and manage social media channels to optimize engagement.
- Develop and implement a social media strategy with the goal of growing and engaging key target audiences including students, neighborhood residents, LGBTQA+ and BIPOC individuals and families, volunteers, and donors.

#### **Special Events:**

- Represent the organization and/or recruit internal volunteers for presence at community outreach events.
- Design outreach materials and manage inventory and storage of outreach and event supplies and signage.
- Manage relationships with outreach partners. Record and report on effectiveness of outreach activities.

- Assist in managing and coordinating the congregation's internal and external special events. Assist staff, Council and volunteers with the recruitment and coordination of special event and program sponsors.
- Other duties as assigned by Pastor and / or Church Council.

**Qualifications:**

The Marketing and Communications Manager should have, at a minimum, a bachelor's degree in marketing, communications, or a related field and a minimum of three years' work experience in marketing or communications. Two years of additional work experience in a similar environment would be considered as a substitute for a bachelor's degree.

**Candidates must be:**

- Effective time manager, able to consistently drive and meet deadlines.
- A strong writer and editor.
- Knowledgeable about digital marketing, retargeting and email campaigns.
- Highly organized and able to manage multiple projects simultaneously.
- Experienced in a wide array of social media applications.

**Preferred experience:**

- Experience leading and implementing marketing plans and campaigns, preferably in a church setting..
- Experience overseeing content strategy for websites and social media accounts.
- Experience with Servant Keeper.
- Experience working in a congregation.
- Experience with social justice work.

**Physical Demands:**

- Use of manual dexterity, tactile, visual, and audio acuity.
- Use of repetitive motion, prolonged periods of sitting, and sustained visual and mental applications and demands.
- Occasional lifting (up to 25 pounds), bending, pulling, and carrying.