

## JOB DESCRIPTION

<b>Date:</b>	January 11, 2019
<b>Position:</b>	Marketing Manager
<b>Reports to:</b>	Director of Marketing & Communications
<b>FLSA Status:</b>	Exempt
<b>Work Hours:</b>	Full-Time Position

### Description

The Marketing Manager works with the Marketing & Communications team to increase awareness and engage people all over the world in Redeemer City to City's (CTC) mission **prayerfully help leaders start and strengthen churches to advance the gospel together in their city**. The Marketing Manager is in charge of customer service and owns production, scheduling, and analytics of all social, blog, email, and website content while developing a team of contractors, part time and full time employees to serve CTC's strategic initiatives.

### Purpose

To serve CTC supporters, ministry leaders, and departments in order to grow our global community, increase their level of engagement, and gather feedback that informs our organizational programs and objectives.

### Responsibilities

- Work with the Marketing & Communications team to develop, execute, and evaluate the annual engagement plan
- Responsible for the creation, distribution, and maintenance of web, social, and email projects
- Steward the Global CTC brand online and in print
- Build and manage customer service team for CTC departments and constituents using Intercom platform
- Equip and empower CTC staff and local content creators to tell the story of helping leaders start and strengthen churches in cities
- Research, collect and analyze communications data and build strategy to optimize ads, content, and engagement across all digital platforms
- Write, edit, and contribute to engaging email, print, blog and social content while building a team to increase output
- Design, test and implement engagement campaigns on Pardot, social, Intercom, Medium, podcast, and new platforms
- Develop and distribute quarterly metrics reports for Marketing & Communications
- Manage projects and represent Marketing & Communications to CTC departments
- May require travel (domestic and international) for event support and content creation

## Qualifications

- Efficient project manager
- Innovative, service-oriented, full of care, quick to celebrate and a passion for clarity
- Keen writing and editing skills for web, social, and print
- Team player able to work on multiple projects with multiple people in a fast-paced environment
- Solid understanding of the web, social, and tech
- Proven learning agility
- Video and graphic design experience a plus
- Familiarity with Google Adwords and Analytics, Intercom, Squarespace, Salesforce, and Pardot
- Passionate about customer service
- Strong alignment with CTC's mission, vision, values, tone, and brand
- Deep understanding of the culture of urban professionals and ministers
- Sensitivity to global urban culture (vs. solely American)

To apply, please send cover letter and resume to [hr@redeemercitycity.com](mailto:hr@redeemercitycity.com)