



ROCK
C H U R C H

JOB DESCRIPTION

Position: Marketing Coordinator

Reports to: Executive Creative Director

Position Status: Temporary Full-Time Exempt

Department: Creative

Effective: June 2012

Replaces: All Previous

Position Number: RC-19-12

Posting Date: June 6, 2012

1st Closing Date: June 13, 2012

Position Summary:

The Marketing Coordinator serves as a liaison between the various core departments and ministries at the Rock Church with global marketing and creative service teams to create and execute comprehensive marketing plans. Incumbent will schedule promotions across all church marketing vehicles and church wide campaigns as needed. The Marketing Coordinator will report directly to the Executive Creative Director.

Job Responsibilities and Duties:

1. Understands marketing principles and strategies.
2. Coordinates marketing requests through entire promotion lifecycle – from request evaluation and scheduling across communication vehicles to execution and follow-up.
3. Communicates status marketing promotion schedules/campaign plans to internal clients on an on-going basis.
4. Synchronizes campaigns with Sunday message series and other “A-Level” events to ensure consistent messaging and branding.
5. Ensures that all incoming requests are processed in a timely manner by reporting status to Marketing Team on a weekly basis.
6. Manages multiple projects simultaneously.
7. Problem solves by researching, proposing and championing new or better ways of communication.

The above summary of duties represents the major tasks and duties. This is not intended to be an exhaustive list of all responsibilities. Therefore, the individual may perform other related tasks under the direction of the Executive Creative Director.

Job Skills and Requirements:

1. BA Degree in Marketing, Communications, Journalism or Business preferred but not required.
2. 3+ years of Marketing and or Communications experience.
3. Demonstrated skills and techniques to recognize problems, issues and situations, and apply resourcefulness in finding appropriate solutions to mitigate potential negative effects. Ability to follow-through to ensure effective resolution.
4. Proven ability to interact in a consistently positive manner with external clientele, including applicants, volunteers, vendors, visitors and guests, using a high degree of tact, diplomacy, discretion, flexibility, respect and courtesy in gesture and speech.
5. Demonstrated ability to make independent decisions based on the vision and values of the Rock Church and Creative Department.

6. Strong attention to detail and accuracy, including excellence in oral and written communications to verbalize issues clearly, concisely, and competently in positive or negative situations.
7. Must possess strong computer skills, including proficiency with spreadsheets, databases, and word processing software. Windows based software (Excel, Word, PowerPoint) Typing (45 WPM)
8. Ability to be firm but gracious in dealing with staff and ministry leaders.
9. Adapts to changes in the work environment; able to deal with frequent change, delays, or unexpected events with poise and professionalism.
10. Ability to work in a high volume environment while maintaining solid productivity and quality of work.
11. Self-motivated and flexible with strong organizational skills and the ability to work well with timelines and short deadlines.

Employee Expectations:

1. Christ-centered behavior at all times. i.e. treating people with dignity, respect, compassion and integrity.
2. For all grievances, follow Matthew 18 and Ephesians 4:15.
3. Proactive participation in the Rock Governance system.
4. Successful completion of both a background and reference check.
5. Pleasant and professional personality and appearance.
6. Regular attendee of a Rock Sunday service.
7. Regular involvement in Rock Church activities, ministries and events.
8. Attendance at all mandatory meetings (and events, as needed).
9. A tithe of 10% to the Rock.
10. Signed acknowledgement of the Rock Church Statement of Faith.
11. Adheres to policies and procedures as stated in the Rock Church employee handbook.

Physical Requirements:

Ability to function independently and ability to speak. Physically able to lift up to 25 lbs (with or without assistance). This position also may require long periods of standing up and walking.

Employment At-Will:

All employees of The Rock Church are at-will, and as such, are free to resign any time without reason. The Rock Church likewise, retains the right to terminate an employee's employment at any time with or without reason or notice.

Nothing contained in this job description or any other document provided to the employee is intended to be, nor should it be, construed as a guarantee that employment or any benefit will be continued for any period of time. Any salary figures provided to an employee in annual or monthly terms are stated for the sake of convenience or to facilitate comparisons that are not intended and do not create an employment contract for any specific period of time.

No manager, supervisor or employee of the Rock Church has any authority to enter into any agreement for employment for any specified period of time or to make any agreement for employment other than at-will.