

Job Opportunity



Competitive

Position: Marketing Distribution Coordinator

Job Vacancy Notice#: RC-36-08

Location: The Rock Church – Marketing and Communications

Salary Range: Negotiable Depending on Experience

Employment Category: Regular Full-Time, Exempt

Opening Date: 8 October 2008

Closing Date: 15 October 2008

Area of Consideration: All areas.

Brief Description of Major Duties: The Marketing Distribution Coordinator coordinates the distribution and merchandising of Rock Church and related products to various communication, media and retail channels. Reports to the Marketing & Communication Manager (and Director as needed).

Qualifications & Requirements: **Distribution:** Coordinate and monitor the distribution of Rock Church media (audio, video, photo, text) products generated from Sunday Services and other events through numerous distribution channels. Facilitate and participate in the mechanics of media product placement into distribution channels. Perform competitive analysis to help develop Rock Church product and distribution strategies. Plan and coordinate regular campaigns and production schedules with the marketing team to boost product sales and exposure. Develop and analyze customer surveys, research new market and customer acquisition and design new customer analytics. **Merchandising:** Coordinate the merchandising/inventory aspects of Rock Church products and track sales throughout multiple distribution channels. Analyze merchandising, inventory, purchasing, market research and customer trends and distribution strategies. Work with Rockpile Store (online and offline) to develop product pricing. **eCommerce:** Work with the eRock team to develop ecommerce strategies, which grow audience, improve conversion and increase sale transactions. Coordinate with the online marketing team (eRock) to plan and organize products featured across all Rock web properties, including social networks such as MySpace, Facebook, YouTube, etc. Analyze and refine website search and navigation to maximize sales, conversion rate and overall customer experience. Work closely with web development department to maximize customer sales and satisfaction with the usability of our websites. **Volunteer Coordination:** Train and work with volunteers available through Rock resources to expand the effectiveness and size of the distribution network. Coordinate work of eRock volunteers focused on building online social networks.

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 Marketing Manager.

Christ-centered behavior, i.e., treating people with dignity, respect, compassion and integrity at all times. Pleasant personality (i.e., speaking to people on the phone, visitors and staff). Strong organization, planning, and analytical skills 3 or more years of online marketing and merchandising, working within a direct marketing company preferred. Knowledge of Google Analytics reporting tools is preferred. Must be well skilled in Microsoft Excel, with Microsoft Word and PowerPoint. Technical understanding of website structures and e-commerce modules preferred. Team player with ability to coordinate complex marketing efforts with multiple internal and external partners. Demonstrated ability to work well under short deadlines, manage multiple priorities, recognize and respond to urgent requests, and quickly adjust to changing priorities. Must be self-motivated and able to take a task or project through completion. Strong attention to detail and accuracy, including excellence in oral and written communications. Ability to recognize and maintain confidentiality as appropriate. Self-motivated and flexible with strong organizational skills. Ability to work independently or in a team-oriented environment. Regular involvement in the Rock Church activities and events. Signed acknowledgement of the Rock Church Statement of Faith. Adheres to policies and procedures as stated in the Rock Church employee handbook. Regular attendee of a Rock weekend service. Member of the Rock Church A.R.M.Y.

To be considered for this position, outside applicants are required to complete Application for Employment; in-house applicants are to submit an updated resume. Employee's performance and attendance record will be taken into consideration at the time of the selection process. Selection for an interview does not guarantee promotion or appointment to the position. As part of the employment process, The Rock Church may obtain a Criminal Record Check.

The Rock Church provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process, please notify Human Resources. The decision on granting reasonable accommodation will be on a case-by-case basis.

Full consideration will be given to all qualified applicants without regard to race, sex, color, age, physical handicap, or national origin. As a Christ-oriented, Bible-believing organization, The Rock Church does reserve the right to exercise preference on the basis of religion in all of its employment decisions.

To apply please visit the website at www.therocksandiego.org and fill out the application. Email application and resume to hr@therocksandiego.org. Or mail application and resume to 2277 Rosecrans, San Diego CA 92106, Attn: Human Resources. All mailed applications must be received by the closing date to be considered for the position.