



ROCK
C H U R C H

JOB DESCRIPTION

Position: Marketing & Communications Director

Reports to: Executive Creative Director

Position Status: Full-Time, Exempt

Department : Creative Department

Effective: June 2012

Replaces: All Others

Position Number: RC-20-2012

Posting Date: June 15, 2012

1st Closing Date: June 22, 2012

Position Summary:

The Marketing & Communications Director will be responsible for the communication and strategies associated with the Rock Church and Academy. Incumbent works alongside all internal ministries at the Rock Church and is responsible for tracking and analyzing data to determine the success of the Rock's messaging. The Marketing & Communications Director will report directly to the Executive Creative Director.

Job Responsibilities and Duties:

1. Provides oversight, leadership, and direction to the internal and external public relations strategy, multi-site marketing strategy, online communication strategy and brand strategy for the Rock Church and Academy as a member of the Rock Communication and Brand Team. (Creative / Communication / Digital)
2. Develops and maintains comprehensive systems, tactics, metrics, budget and resource requirements in order to grow and support the marketing and communication initiatives for the Rock and its subsidiaries.
3. Prepares detailed and comprehensive reports using appropriate mode of communication. Ensures Rock Church Style Guide and Brand Standards are met.
4. Develops messaging that makes a complex and active church clear and crisply communicated.
5. Evaluates, tracks and analyzes organizational effectiveness.

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. Working knowledge of Marketing and Communication, Strategic Planning, eMarketing, Social Media, Advertising, Media Relations and Public Relations.
2. Able to develop and leverage volunteers.
3. Experienced in writing, including the ability to draft clear and effective materials including marketing materials, fact sheets and FAQs. Strong editing and proofreading skills preferred but not required.
4. Personal characteristics of professionalism, credibility, commitment to high standards, innovation, judgment and accountability.

5. Intentional contributions to creating a healthy staff culture.
6. A self-starter who is accountable and requires minimal direction and supervision; a person who is open to new ideas; and a creative and flexible individual who is comfortable working in a large, complex organization.

Expectations of Staff:

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 Governance system.
4. Successful completion of a background check and references.
5. Pleasant and professional personality and appearance.
6. Regular attendee of a Rock Weekend 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.