



Marketing Manager

Victory Cathedral Worship Center

Status: Full-Time (C1 | Exempt)

The Marketing Manager is responsible for devising and the implementation of the marketing strategy for Victory Cathedral. This employee develops relationships with members, organizations, businesses, individuals, and vendors interested in supporting the mission and vision of Victory Cathedral.

Reports to: Executive Administrative Pastor

POSITION RESPONSIBILITIES:

- a) Develops strategies and tactics to increase awareness and engagement for all areas of ministry.
- b) Creates successful marketing campaigns from ideation to execution that are consistent with vision of Victory Cathedral.
- c) Supervise a team of paid and unpaid staff
- d) Design digital media campaign strategies to support ministry initiatives and events
- e) Oversees and approves the production of effective and engaging content for all digital media platforms, that include, but not limited to our website, mobile app, social media sites, email blast, podcast, and blog.
- f) Monitor and track content to ensure that it attracts and converts our target groups
- g) Builds strategic relationships and partners with key industry players, agencies and vendors
- h) Research industry trends and present innovative solutions that will enhance the vision of ministry
- i) Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- j) Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- k) Attend and participate in the logistics for all ministry events, conferences, and seminars.
- l) Coordinates daily social media post across all platforms
- m) Prepares and/or oversees letters, emails and other correspondence to members and community to help articulate the vision and provides updates on what's happening at Victory Cathedral
- n) Pursue and share stories of people that illustrates the vision of Victory Cathedral Worship Center
- o) Establish and expand merchandise opportunities



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MINIMUM REQUIREMENTS & QUALIFICATIONS

- a. Graduate from 4-year college or university
- b. Minimum of 2-year related work experience
- c. Demonstrable experience in marketing together with the potential and attitude required to learn
- d. Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- e. Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- f. Experience in setting up and optimizing Google Adwords campaigns
- g. Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- h. A sense of aesthetics and a love for great copy and witty communication
- i. Up-to-date with the latest trends and best practices in online marketing and measurement
- j. Knowledge of Photoshop or Illustrator is preferred
- k. Experience with Social Media platforms (InstaGram, FaceBook, Twitter, YouTube, SnapChat)
- l. Experience with Mass Communication systems (Constant Contact, MailChimp, etc.)
- m. Excellent written and oral communications skills
- n. Excellent attention to detail
- o. Ability to work effectively under pressure and tight deadlines
- p. Confident and outgoing personality
- q. Well organized
- r. Self Motivated

Employee's Signature

Date

Employee Print

Executive Leader's Signature

Date

Executive Leader's Print