



Title: Marketing Specialist	Prep/Revised Date: July 16, 2024
Reports To: MarCom Director	Direct Reports: N/A
FLSA /Hours: Non-Exempt / 40 Hours	Campus: Fort Collins

Summary

The Marketing Specialist will lead day-to-day communications initiatives and represent the brand (and the team) internally and externally. The Marketing Specialist will be charged with developing content strategies, marketing plans, community engagement methods, collateral, reporting, project management functions and special projects. This person will create and produce the visual and written materials for any medium of messaging, as well as provide the technical, logistics, systems, and software support necessary for designated tasks.

Marketing Responsibilities

- Writes, develops, and maintains collateral and tools to support the church including blogs, brochures, flyers, leave-behinds, newsletters, and presentations.
- Develops and executes marketing plans for key ministry initiatives, as well as church-wide campaigns including donor appreciation cadence, ministry events, missions' focus projects, community events, church initiatives, holidays, milestone projects and more.
- Launches internal/external campaigns for the church/missions on various media.
- Manages SEO activities for the Timberline website such as content strategy, link building and keyword strategy to increase rankings on major search networks.
- Planning, implementation and follow-up for churchwide events, special events (including themes for internal events), and community events which serve as a brand awareness builder and engagement opportunity.
- Contributes to budget strategy, maintenance, tactics, planning and spend analysis.

Ministry Support/Special Projects

- Maintains a service-oriented approach, coming alongside internal ministries on each campus to understand their needs and deliver not just the bare minimum marketing requirement, but exceptional service and options that impress.
- Initiates strategy for key ministry initiatives with an emphasis on evaluating and improving ROI/KPIs.
- Develops and presents regular reports to ministries and provides executive updates for leadership on a regular basis.
- Leads project management process to optimize efficiency and streamline marketing tasks Assists with public relations, information output, press releases, media requests, and advertising efforts.
- Organizes focus groups, surveys, and working sessions to better understand our internal and external audiences.
- Other projects as assigned.

Required Experience

- 3+ years' experience in marketing with a deep understanding of the principles of MarCom.
- Excellent oral, written, and presentations skills required.
- Ability to work both independently and within a team environment.
- Demonstrated ability to handle multiple projects simultaneously with effective project management, top-notch organization, coordination and planning capabilities required.
- Ability to work well under pressure to meet tight deadlines.
- Ability to effectively interact with internal and external audiences.

- Strong work ethic and commitment to quality, including ability to maintain confidentiality.
- Ability to contribute creative and innovative ideas.
- Proficiency with Microsoft Office suite and Adobe suite.

Conditions of Employment/Physical Demands

- A satisfactory outcome from a criminal background check.
- Compliance with the Employee Handbook and Timberline Church Staff Covenants.
- Attend Staff Chapel (Part-time not required).
- While performing the duties of this job, the employee is required to stand, walk, sit, use hands, operate tools or controls, reach with hands and arms, talk, hear, and see.
- In the spirit of continuous improvement and serving one another, you may be asked to assist with interim duties or other duties as assigned.

To Apply: Click the link below to complete the job application. Please upload your cover letter and resume with the application. We will contact you for next steps.

Please Note: you must submit all requested items to be considered for employment.

Position Details: Full-Time.

Hours: 40 hours per week. Monday-Friday.

Compensation: \$42,000-47,000 annual salary (non-exempt); based on experience.

Benefits Include:

- Insurance:
 - Employer paid medical, dental, vision, & life insurance.
 - Options for employees to add spouse and/or children for an out-of-pocket expense.
 - Monthly employer made contributions to Health Savings Account.
- Retirement 403(b):
 - Optional employee contribution plan via pre or post tax election.
- Leave:
 - Paid holidays.
 - Generous sick leave applied to leave bank after 30 days of employment. Sick leave accrual totals increase annually.
 - Generous personal leave applied to leave bank after 30 days of employment. Personal leave accrual totals increase annually.
 - 10+ paid holidays annually.

[CLICK HERE TO APPLY](#)