

Position Title: Marketing Director

Reports To: Lead Pastors, Director of Operations

Type: Full-Time

Summary:

The Marketing Director at Faith Christian Center is a visionary leader who takes what God is doing at FCC and makes sure it reaches far beyond the walls of the church. This role is responsible for building strategies that expand FCC's voice, strengthen our brand, and engage people across every platform — website, app, social media, YouTube, and Sunday livestream. The Marketing Director will lead a team that includes the Social Media Manager, Creative Media Producer, and Graphic Designer — and will eventually oversee a Production Director once that role is added. By combining strategy, creativity, and innovation, this leader will significantly expand FCC's reach and influence in the digital sphere and help more people encounter Jesus.

Primary Responsibilities

- **Digital Strategy & Platforms:**
 - Provide vision and direction for all digital platforms: website, church app, social media accounts, YouTube, and Sunday livestream.
 - Develop distinct strategies for each platform to grow reach, increase engagement, and enhance user experience.
 - Ensure livestream services are high-quality, reliable, and designed to foster real-time connection with online audiences.
 - Oversee YouTube as a stand-alone growth channel, focusing on on-demand viewership, playlists, SEO, and long-term engagement.
 - Implement best practices for SEO, analytics, and digital advertising to maximize online visibility and effectiveness.
- **Marketing & Branding:**
 - Create and execute marketing campaigns that promote events, ministries, and initiatives in a clear, compelling, and creative way.
 - Protect and advance FCC's brand by maintaining consistency and excellence across digital, print, video, and live experiences.
 - Highlight stories, testimonies, and life-change moments that showcase the impact of FCC's vision.
- **Team Leadership & Development:**
 - Provide leadership and coaching to the Social Media Manager, Creative Media Producer, and Graphic Designer with the flexibility to oversee additional roles as the team grows.

- Build systems that foster collaboration, creativity, and accountability within the team.
- Provide feedback, mentorship, and ongoing development to raise the capacity, performance, and vision of the team.
- Encourage innovation and empower team members to pursue ambitious visions while executing with excellence.
- Assist with recruitment and training for new team members, volunteers, or staff.
- **Execution & Analytics:**
 - Plan, execute, and evaluate marketing campaigns and initiatives from start to finish.
 - Track livestream performance (real-time viewership, retention, engagement, platform stability) and ensure a seamless online worship experience.
 - Track YouTube performance (subscriber growth, watch time, audience retention, search optimization, video shares) and build strategies to expand long-term reach.
 - Track social media performance (follower growth, engagement, shares, impressions) and adapt strategies accordingly.
 - Report results on a monthly basis to leadership , telling the story of digital impact with clarity and data.
 - Explore and implement new technologies, platforms, and methods to keep FCC's marketing sharp and future-focused.
- **Collaboration & Leadership Support:**
 - Partner with senior leadership to ensure all marketing aligns with FCC's mission, vision, and culture.
 - Collaborate with ministry leaders to promote their events and initiatives in ways that fit the broader strategy.
 - Contribute strategic insight during annual vision meetings regarding outreach, digital engagement, and community influence.
 - Keep leadership informed on major campaigns, department needs, and measurable impact.

Expectations:

- Has a strong work ethic and a passion for serving our faith community.
- Detail-oriented, proactive, and capable of managing multiple projects at once.
- A team player who can lead with humility, collaboration, and respect for others.
- Establish and foster an exemplary relationship with staff/non-staff workers, church membership, and the community at large.
- Support, advocate for, and champion the church's vision in all areas of the role.
- Demonstrate a servant's heart by having a willingness to perform other duties as needs may arise.

Qualifications:

- Proven experience in marketing, branding, digital strategy, or communications leadership (church or marketplace).
- Strong understanding of livestream production, YouTube strategy, and digital platforms (website, app, social media).
- Proficiency in analytics tools, digital advertising, SEO, and content management systems.
- Excellent skills in communication, storytelling, and creative messaging.
- Experience leading and developing high-performing teams.
- Highly organized, adaptable, and detail-oriented with the ability to manage multiple projects and teams.
- Passion for the local church and a commitment to advancing FCC's vision.

Working Conditions:

- This is a full-time, 40-hour-per-week position. The responsibilities of the role may necessitate working additional hours with flexibility to work evenings and weekends as required for church events, services, and meetings.
- Ability to work in various environments, including outdoor events or services.
- May be required to lift and move equipment or supplies as needed (for events, outreach, etc.).