

JOB DESCRIPTION

Job Title: Marketing Director

Department: Creative

Level: Full Time

Date Prepared: 10/2025

Purpose of the Job:

As the Marketing Director you will oversee, implement and manage workflow for the branding design, media, website, social media and communication team. A successful candidate will be a culture carrier, strategic thinker and collaborative leader that will bring creative concepts to life that reflect the mission and vision of Citygate Church to rescue, build and equip the believer.

- **Essential Functions and Responsibilities:**

- Weekly Responsibilities (before Sunday)**

- Lead the development of the strategic direction for all media and communications (includes design, content, infrastructure and delivery) for all church events and individual department ministries.
 - Maintain and develop the church's brand identity across all communication platforms.
 - Track and analyze the performance of marketing efforts to make necessary adjustments.
 - Ensure marketing and advertising expenses are made in compliance with budget.
 - Negotiate terms/costs of contractors and obtain appropriate approval for expenditures.
 - Responsible for implementing strategic marketing plans, providing content, and editing communications for a consistent experience across all channels.

- Sunday Responsibilities**

- Serve as a Culture Carrier

- **Monthly Responsibilities .**

- Monthly training with your departments to train, cast vision, and build community
 - Stay 4 months ahead on up and coming church and community events
 - Nominate and celebrate staff members monthly

- **Special Events Responsibilities**

- Be present and available to lead and or serve with any Citygate event.

- **Supervisory Responsibilities:**

- Successfully lead the branding, social media and communications teams through continued development in their area of responsibility.

Personal Requirements

- To exhibit a growing passion to serve God, your family, church and team by reflecting a life that reflects Christ in your words and actions in both your personal life and ministry. You will be looked up to as you model the Christian faith, and the way you live your life should reflect the Gospel at all times
- Spiritual growth is a PRIORITY, and we encourage daily engaging in prayer, Bible study and personal development

- You must be a strong communicator both verbally and written; able to have courageous conversations
- Agree to exemplify the staff core values, mission and vision, Honor Code and 8 gates to include biblical tithing to Citygate Church
 - Staff core values are grit, driven, 360 thinking, unity, a grateful and contagious culture

Experience and Knowledge Required:

- Bachelor's degree preferred
 - 2-3 years of proven, successful Marketing leadership experience
 - Valid Driver's license
 - Excellent verbal and written communication skills as well as time management
 - Superior interpersonal skills working with a variety of people
 - The ability to think and act independently with a high degree of professionalism, discretion, and confidentiality
 - Self-Motivated with the ability to work without supervision and able to set & achieve goal
 - High proficiency in Microsoft Office, Google Drive, Monday, Planning Center and Rock RMS preferred.
 - Ability to follow detailed instructions and complete tasks
 - Ability to maintain good attitude in difficult situations
 - Must be able to work under pressure and pivot on short notice
 - Must be willing to work overtime and adjust regular schedule to accomplish the necessary tasks
 - Ability to follow detailed instructions, complete tasks and the ability to supervise multiple projects effectively
 - Experience with problem solving
 - Exceptional organizational skills with a particular emphasis on follow through and attention to detail
 - Ability to create, analyze and maintain project budgets
 - Ability to articulate and implement the vision of Citygate Church.
 - Demonstrated understanding and commitment to working in culturally diverse setting
- **Core Values in Daily Life:**
 - Attitude of Honor- Show reverence to God and others by practicing stewardship, pursuing excellence, and embracing a lifestyle aligned with the Citygate Honor Code.
 - More Requires More- Demonstrate a servant's attitude by prioritizing unity, actively contributing, and demonstrating unwavering commitment to establishing a culture aligned with Kingdom principles.
 - Take the Limits Off- Pursue spiritual growth through the gifts of the Holy Spirit, foster a mindset of creative and innovative thinking to dream big dreams and take big risks.
 - Loyal to the Future- Clearly called by God to embrace and advance Citygate Church's vision, demonstrate loyalty through generous contributions of time, talent, and resources to shape the future of our local body of Christ.

Employee Signature: _____ Date: _____

Printed Name: _____