

It is an exciting time of growth and change for St. John. Over the last two years, our church has conducted professional internal and external research that led to the creation of a formal brand strategy. As part of this strategy, the church is currently exploring a name change, which will be launched in late 2018-early 2019 on the heels of a successful capital campaign. This newly created position is responsible for strategically and proactively positioning and communicating our church's brand internally and externally.

Overview:

This position will bring our new brand strategy to life – giving our brand a voice and a look, and folding it into everything we show, say, and do through integrated marketing channels that touch all of our internal and external key audiences. This leadership position oversees a team of 8 people, directly supervising 4; reports to the Senior Pastor; and is a member of the Strategic/Executive Team.

Key Attributes:

- **Results-Oriented.** Proven experience leading teams and managing projects in a proactive manner; uses outcomes and feedback to refine team output for continuous improvement.
- **Organizer.** Effective systems for getting things done on time and in a high quality manner.
- **Motivated.** Moves self and team forward to achieve in a fast paced, high expectation environment.
- **Positive.** Enjoys new challenges, smiles in setbacks, and is able to work with a variety of personalities.
- **Knowledgeable.** Demonstrates advancement, increasing job responsibility, and growing professional capabilities over a minimum of 7 years' experience in a marketing-related position, with a Bachelor's degree in Marketing or a related field.
- **Loves Jesus.** Has a strong spiritual commitment to Jesus and a willingness to join St. John Church.

To Apply:

Interested candidates should submit a resume and cover letter to Tracy Dunn at tdunn@stjstl.net answering the following questions:

- Why do you want to work for St. John Church?
- How does your work experience fit with this position?

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Job Responsibilities:

Develop, direct, and execute a strategic marketing plan for a 5,000-member church focused on maximizing growth and impact for our households and surrounding community, including:

- Identify and execute effective strategies and tactics across paid, earned, owned, and social (PESO) channels to reach and engage our internal and external target audiences.
- Partner with ministry leaders to identify and deploy marketing strategies for key church initiatives and events in addition to maintaining routine communication channels.
- Ensure our brand is carried through all aspects (tangible and intangible) of the St. John experience. This includes all marketing in addition to physical space, visitor experience, signage, and more.
- Manage 8-person creative team, overseeing graphic design, video and technical production.
- Create marketing collateral across print, web, digital, broadcast, social media, direct mail, billboards, and more.
- Write and/or review copy for multiple purposes and audiences.
- Conduct media relations, including developing reporter relationships, crafting press releases, and pitching story ideas to print and broadcast outlets.
- Develop & maintain a crisis communication plan.
- Determine and coordinate media buys.
- Develop internal and external marketing plan for launching new church name.
- Manage and grow the effectiveness and engagement of our social channels.
- Oversee redesign and ongoing management of school and church websites to reflect the new name and brand.
- Invest team resources in the critical success of weekend worship experiences.
- Identify & manage sponsorships and special events.