

ITOWNCHURCH

Marketing Director Job Description

Summary of the position:

The Marketing Director will be responsible for coordinating and managing the marketing strategies and communications both internally and externally. They will also work to develop relationships with other departments/ministries within ITOWN Church and Creative individuals in the community.

Experience and Knowledge Required:

- Strong leadership skills
- Effective time management
- Ability to handle multiple projects effectively
- Excellent verbal and interpersonal skills
- Background in design or other Creative fields
- Manage marketing campaigns
- Strong desire to work with Creative individuals and teams
- Proficiency in Adobe InDesign, Outlook, Word, and Excel

Other Duties and Responsibilities:

- Managing the marketing strategies
- Writing and editing print, web, and video text
- Overseeing marketing for creative special projects, i.e., Easter and Christmas
- Managing coordinated marketing campaigns for internal communication (Circles, Grow Plan) and external events (Christmas, Easter).
- Liaising between campuses to ensure the ITOWN brand is communicated at the campus level
- Growing Creative relationships in the Indianapolis community
- Maintaining the photograph database
- Other duties as assigned

Attributes:

- Positive, fun, and enjoyable attitude
- Loyal, heart of a servant
- Must share the vision of ITOWN to fulfill the Great Commission with integrity and passion

- High-capacity multi-tasking individual who is comfortable working independently without constant supervision.
- Strong written/oral communication and interpersonal skills.
- Highly self-motivated and directed

Extent of Personal Contact:

- Daily contact with members of Creative team
- ITOWN Pastors and staff members
- Local Creative talent, freelance photographers, and Go Team Members

Physical Demands:

- Must be able to drive their own vehicle or an ITOWN vehicle