



Position Profile

Title: Marketing and Social Media Manager

Reports To: Communication Director

PURPOSE

To tell the story of Cross Point to our church, city and global audience

SKILLS & ABILITIES

- High level of responsibility
- Clear and proactive communicator
- Ability to solve problems and resolve issues quickly
- Capacity to manage multiple tasks in various stages of development
- Excellent written communication skills, time management skills and the ability to multi-task and prioritize work
- Attention to detail and problem solving skills
- A team player, adaptable, flexible and grace-filled in a fast-paced environment
- Strong familiarity with the business applications of web and social media platforms and tools
- Knowledge of and familiarity with project management and design best practices (for both web and print)
- Understanding of web and social media metrics; able to interpret the results and take action to increase effectiveness of web and social media campaigns (Cross Point's website, Cross Point Online, YouTube, Facebook, Instagram, etc.)
- Competency with CRM, preferably HubSpot
- Ability to grasp future trends in digital technologies and act proactively
- Competency with Adobe Creative Suite is a plus, as well as any other creative skills relating to photography, design or any other content creation

PRIMARY RESPONSIBILITIES

- Champion the StoryBrand philosophy as it applies to Cross Point's experience, including but not limited to, writing brandscripts for series, ministries, initiatives, events, etc
- Ideate and oversee campaigns that increase engagement via Cross Point's website, Cross Point Online, email, Facebook, YouTube, Instagram, etc.
- Craft clear marketing plans and copy for existing and new series, ministries, initiatives, events, etc.
- Work with Communications team to come up with and lead new ideas and strategies for existing and new series, ministries, initiatives, events, etc
- Utilize tools to schedule and share social media through the direction of the Communications team
- Establish and maintain relationships with contractors and volunteers
- Prepare weekly status reports by gathering, analyzing and summarizing relevant information
- Recruit and develop volunteers

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- Ensure that all projects are executed embodying Cross Point's church and staff values