



Watermark Resources Director of Marketing Job Overview

Qualifications for employment at Watermark include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark, and having a work history and a lifestyle that are consistent with biblical principles. Must be an existing member of Watermark or willing to become one.

JOB TITLE: Watermark Resources Director of Marketing

FLSA STATUS: Exempt

DEPARTMENT: Resources

TIME REQUIREMENTS: Full Time

REPORTS TO: Watermark Resources Director of Operations

CLASSIFICATION: Non-Ministerial Role

STAFF MISSION STATEMENT: Inspiring and equipping every member to live a life of full devotion to Christ.

POSITION SUMMARY: The Watermark Resources Marketing Director is a unique role at Watermark Community Church that is 100% focused on serving the “big C” church across the country and the world. Watermark Resources (WMR) shares turn-key ministries, events, and resources with tens of thousands of church leaders and engages with hundreds of thousands of participants through ministries such as Re|engage and Re:generation. We are looking for a marketing expert that feels called to plan, develop, and lead a team towards execution of all marketing, communication, and creative efforts for WMR.

WHAT YOU’LL ACHIEVE

- Ensure excellence by providing thoughtful interactions and reducing friction at every marketing and communication touchpoint with our target audience. This includes web, email, social media, podcasts, training conferences, open houses, Church Leaders Conference, and more.
- Set the vision and scope for all marketing strategy and campaigns ensuring proper growth and engagement from our audience.
- Ideate and innovate new ways for us to reach and engage with our target markets & existing church partners.
- Regularly study and discover valuable insights about our target audience that result in ideas and tactics that continue to grow adoption and engagement with WMR ministry offerings.
- Continually evaluate and improve the WMR customer journey for a variety of audience segments and ministries to incrementally drive higher engagement and ministry adoption rates.
- Unlock WMR’s potential with paid advertising – including both paid social and PPC ads.
- Set the vision and drive progress on all strategy, content, and technical components for a new WMR.com website
- Increase the operational efficiency of all content marketing, production, and review through processes and team training.
- Thoughtfully navigate a rapidly changing digital landscape that keeps an eye on the future with emerging technologies, while also being mindful of our current and future target audiences.

ABOUT YOU:

- **Passionate.** You live and breathe marketing. You’re excited to talk through possibilities and research better ways of doing things.
- **Owner.** You see a problem, room for improvement, or new way to innovate and you take action in a collaborative manner to push us forward.
- **Resourceful.** There are a dozen different disciplines within marketing and our team is lean. When making decisions, you are skillful at striking a balance between progress, excellence, and capacity.
- **Thinking Ahead.** You don’t have a crystal ball, but you prayerfully research, analyze, and dream about the future of WMR could look like.
- **Player / Coach.** You aren’t afraid to roll up your sleeves and get in the trenches. Sometimes you might find yourself writing copy, drafting concepts in Canva, or combing through forums to understand a new technology.
- **Iterative.** We’re a small team that some call “scrappy.” You’ll often encounter projects where you will need to take a phased approach to account for budget, personnel, and time constraints.
- **Relational & Empathetic.** WMR is heavily involved in ministry “from afar” and you will need to be able to empathize with a diverse target audience to ensure we are relatable, even through a digital medium.

- **Developer of People.** You want the best for your team and each person's individual journey, and you add value to each to help them achieve it. You have a balanced approach that cares about all three buckets of our relationships here at Watermark (spiritual, professional, and personal.)
- **Aesthetic.** You have an eye for design that will help shepherd a creative team towards excellence.
- **Focused.** Working in ministry comes with unique pastoral situations and team time that will eat into some of the typical day-to-day work. With fewer hours in the week to work, the ability to quickly focus is critical.
- **Fun.** It's one of our four staff values and our team thrives off laughing and engaging with each other in and outside of work!

ADDITIONAL RESPONSIBILITIES:

- General management of direct reports – responsible for task delegation and oversight of these people, as well as investment in the direct report's professional, personal, and spiritual development. Also responsible for providing ultimate oversight and leadership to Watermark Resources' use of 3rd party creative contractors
- Attract, retain, and develop the right Watermark Resources marketing team members
- Track and execute against budgeted funds allocated to Watermark Resources-related marketing
- Foster a team culture that is consistent with the Watermark Staff Owner's Manual (Dependent, Excellent, Unified, and Fun)
- Work closely and maintain good working relationships with other Watermark Resources Directors

ESSENTIAL SKILLS, EXPERIENCE, QUALIFICATIONS:

- Heart and calling to serve the "Big C Church"
- Has attended or will attend one of the national ministries of Re:generation and Re|engage (as time allows)
- 5+ years of professional experience in digital marketing and / or communications
- Experience in managing a team of direct reports
- Thrives on follow through
- Ability to turn ideas into actionable plans
- Passion for, and experience in, leading a team of direct reports
- Proficiency with project management software like Asana
- Thrives in a fast-paced environment, working on multiple initiatives simultaneously
- Detail-oriented and excellent organizational skills
- Experience leading creative projects including graphic design, written content creation, photography, film production, and digital channel management
- Working knowledge of WMR ministries is a plus (learn more at WatermarkResources.com)

DIRECT REPORTS:

- Watermark Resources Marketing Project Manager
- Watermark Resources Digital Marketing Manager
- Watermark Resources Graphic Designer

Job description not final. The position will be shaped around the giftedness and passions of the individual.