



# External Focus Mobilization Director 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:** Mobilization Director

**FLSA STATUS:** Exempt

**DEPARTMENT:** External Focus

**REPORTS TO:** External Focus Director

**POSITION SUMMARY:** Responsible for the mobilization of the Watermark body to all External Focus ministry and service opportunities. Provide overall leadership, strategy, and direction to External Focus mobilization, connecting the body to opportunities to serve outside the walls of Watermark, inspiring the body with the ways that God is working in our community and around the world, directing our impact areas' mobilization and communication strategies, coordinating with other Watermark ministries, and directing equipping opportunities related to External Focus. Manage the Mobilization Team.

## ESSENTIAL SKILLS & EXPERIENCE:

- Communication strategy development
- Strong writing skills
- Project, campaign, and event management
- Able to consult with and coordinate the needs of multiple ministries with multiple stakeholders/executors
- Manage a team

## POSITION RESPONSIBILITIES:

1. Mobilization
  - a. Create an overall communications/mobilization strategy to (1) inspire and (2) invite (provide a path to engage) for the body to connect with all ministries/sub-ministries under the External Focus umbrella, including neighboring, workplace, global, and city "impact areas" (prison ministry, life initiative, family restoration, anti-trafficking, poverty alleviation, school impact, local-international, health, and community development) with additional consulting/support for Watermark Health and Watermark Community Development Corporation.
  - b. Collaborate with the Watermark Communications Team to share compelling External Focus stories.
  - c. Identify a strategy to collaborate with Watermark internal ministries and community to help our body "engage missionally."
  - d. Work with Watermark's website development team to enhance the External Focus webpages and user experience.
  - e. Direct Straightforward Service – a monthly newsletter email.
2. Equipping
  - a. Develop strategy to equip the body to engage missionally, serve externally, and impact our community.
  - b. Responsible for development of External Focus equipping content and classes.
3. Internal Campaigns
  - a. Direct and lead internal body wide campaigns for the External Focus team, (summer and holidays).
  - b. Work with other Watermark internal ministries to embed value of "missional engagement", including directing the development of resources and tools.

## MARKERS OF AN IDEAL CANDIDATE:

- Passion for mobilizing the body of Christ to transform our community
- Passion for discipleship and service
- Willingness to serve the ministry in any capacity as a team player
- Descriptors: Communicator, Initiator, Leader, Strategy, Team Player, Adaptable