



The Porch Marketing & Communications 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: Marketing & Communications Director

FLSA STATUS: Exempt

DEPARTMENT: The Porch

TIME REQUIREMENTS: Full Time

REPORTS TO: The Porch Operations Director

CLASSIFICATION: Non-Ministerial Role

STAFF MISSION STATEMENT: Abiding in Jesus, we are making disciples together.

POSITION SUMMARY: Responsible for overseeing the Creative and Communications Teams at the Porch and guiding each discipline to work strategically and collaboratively. Responsible for providing brand management, creative oversight, and communications leadership for The Porch's ministry.

ESSENTIAL SKILLS & EXPERIENCE:

- Proven experience building and leading high-performing creative, marketing, and communications teams, systems, and workflows.
- Directing integrated campaigns combining live events, social media, email, web, print, and other channels
- Excels at concepting world-class written, graphic, video, and social content
- Skilled at leading and motivating teams end-to-end from creative ideation to production
- Working knowledge in Adobe Creative Cloud, especially Photoshop, Illustrator, and Premier Pro.
- Exceptional written and verbal communication skills
- Strong strategic planning and project prioritization skills

POSITION RESPONSIBILITIES:

1. Lead Communications and Creative Teams
 - a. Coach team members toward success in their roles and flourishing in their lives
 - b. Guide varying creative disciplines to effectively support ministry vision
 - c. Continually close gaps in creative and comms processes to maintain team alignment
2. Direct Ministry Branding, Communications, & Marketing Strategy
 - a. Direct the overall strategy for each communication channel to be creative and relevant
 - b. Manage and continually improve The Porch's brand guide
 - c. Cultivate local and national audience engagement through effective ministry campaigns and digital media
 - d. Establish a best-in-class presence on social media for the ministry
 - e. Measure campaign effectiveness and use insights to improve future communications.
3. Strategically Support Creative Ideation and Execution
 - a. Approve creative direction for all sermon series, collateral, merch, digital spaces, publications, etc.
 - b. Support the Creative Director through personal coaching and priority setting
 - c. Direct ministry resources to support creative team's goals
 - d. Ensure creative work aligns with ministry objectives, brand standards, and communication strategy
4. Other Responsibilities
 - a. Serve as a Director of the Porch through general team leadership and discipleship
 - b. Ideate, innovate, and build relevant areas of the The Porch's ministry in pursuit of 10-year target
 - c. Strategically assist on key initiatives, events, conferences, and other ministry programs
 - d. Contribute to and shape the culture of the ministry

DIRECT REPORTS: The Porch Creative Director, Communications Coordinator, and Graphic Designer

MARKERS OF AN IDEAL CANDIDATE:

- Commitment to the vision, values, and 10 markers of Watermark Community Church
- Masterful grasp on the intersection between Scripture and culture
- Thrives in a fast-paced, collaborative ministry environment

- Strong conviction regarding creativity's role in revealing God and sparking spiritual formation
- Experienced in creative processes, building systems, prioritizing projects, and resourcing team members
- Proficient in graphic design, video production, and copywriting to support content creation as needed
- Sixth sense for ambitious, standout ideas and predicting what will matter next or be culturally relevant
- Passionate about young adult discipleship