



## External Focus Director of Mobilization

*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: External Focus Director of Mobilization

Department: External Focus

Reports to: Director of External Focus

FLSA: Exempt

### Vision for Role

Serve as the communication and mobilization leader for the External Focus ministry. Provide overall leadership, strategy, and direction to External Focus communications, connecting the body to opportunities to serve outside the walls of Watermark, directing our impact areas' communication strategies, and leading equipping opportunities related to External Focus.

### Role Qualifications

- Passion for mobilizing the body of Christ to transform our community
- Great communication and interpersonal skills
- Passion for discipleship and service
- Proven ability to effectively communicate to a variety of audiences using multiple channels and platforms
- Provide vision and strategy for communication, mobilization, and equipping
- Willingness to serve the ministry in any capacity as a team player
- Descriptors: Communicator, Initiator, Leader, Teacher, Team Player, Adaptable

### Overview of Responsibilities

- Strategy for communications, marketing, and mobilization:
  - 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 9 "impact areas" (prison ministry, life/family restoration, anti-trafficking, poverty alleviation, mentoring, school impact, local-international, health, etc).
  - Develop communications strategy to share compelling External Focus stories with the body on an ongoing basis.
  - Strategy to work across internal ministry areas and community to help our body "engage missionally"
  - Website strategy to communicate clearly
- Equipping
  - Develop strategy to equip the body to serve externally and impact our community.
  - Responsible for development of External Focus equipping content and classes
- Internal Campaigns
  - Lead internal campaigns for External Focus team, including Give & Go (summer and holidays).
  - Develop body-wide campaigns to 1) inspire and 2) invite (connect the body to external partners and impact areas).
  - Work with other WM internal ministries to embed value of "missional engagement"