



Watermark Resources Marketing Project Manager 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 Marketing Project Manager	FLSA STATUS: Exempt
DEPARTMENT: Resources	TIME REQUIREMENTS: Full Time
REPORTS TO: Watermark Resources Director of Marketing	CLASSIFICATION: Non-Ministerial Role

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

POSITION SUMMARY: This role is designed to help Watermark Resources (WMR) promote and share the ministries of Watermark Community Church with other churches globally by bringing WMR marketing plans to life. They are responsible for managing marketing projects for WMR and making sure that all marketing campaigns are running smoothly and efficiently. This includes ensuring that everyone on the team has the necessary information and resources to complete their tasks effectively. This role will be 70% focused on project management and 30% marketing strategy.

ESSENTIAL SKILLS & EXPERIENCE:

- 3-5 years of experience in marketing management or project management
- Strong ability to think operationally and focus on processes to help the team meet project deadlines
- Proficiency in prioritizing workload, meeting deadlines, and managing multiple projects simultaneously
- Detail-oriented & excellent organizational skills
- Strong project management skills
- Ability to thrive in fast-paced environments while working on multiple initiatives at the same time
- Proficiency in project management software and tools such as Asana
- Thrives on follow through
- Understanding of the creative process and the needs of graphic designers, writers, photographers, filmmakers, and channel managers
- Basic understanding of B2C and B2B marketing strategies
- Heart for the Big C Church, and the national ministries of re:generation and re|engage

POSITION RESPONSIBILITIES:

1. Shepherds all marketing and communication initiatives for WMR through the entire creative process including strategy, development/production, feedback, quality control, implementation, and measurement
2. Works with other team players involved in the creative disciplines (photography, social media, written content, video, and graphic design) to set direction and timelines for creative needs
3. Manages the workloads and use of third-party creative contractors (such as writers, graphic designers, or video producers), when necessary
4. Keeps track of the status and priority of all marketing workflows and proactively communicates updates to relevant stakeholders
5. Manages the master content calendar for all WMR ministries and initiatives
6. Oversees budget line items related to different initiatives and disciplines (such as paid social media advertising or print production) under the direction of the WMR Director of Marketing.

DIRECT REPORTS: N/A

MARKERS OF AN IDEAL CANDIDATE:

- Detail-oriented
- Administratively gifted
- Good communicator
- Works well on a team
- Servant-hearted
- Works well in fast-paced environment with multiple projects
- Adaptable