



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 (non-remote)
REPORTS TO: Watermark Resources Director of Marketing	CLASSIFICATION: Non-Ministerial Role

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

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 and production.

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.
- Skilled in managing competing priorities, adhering to deadlines, and overseeing multiple projects at once.
- Strong attention to detail and exceptional organizational abilities are essential.
- Experience using project management software and marketing tools, such as Asana and HubSpot. Bonus for experience with copywriting, Adobe Creative Cloud (Illustrator, InDesign and Photoshop), and/or Microsoft 365 (PowerPoint, Word).
- Possesses a deep understanding of the creative process, with the ability to translate needs into clear, actionable briefs for graphic designers and copywriters that ensure effective execution.
- Basic understanding of B2C and B2B marketing strategies to enhance the teams marketing initiatives.
- Heart for the Big C Church, and the national ministries of Re:generation and ReJengage.

POSITION RESPONSIBILITIES:

1. Project Management Responsibilities
 - a. Shepherd all marketing and communication initiatives for WMR through the entire creative process including strategy, development & production, feedback, quality control, implementation, and measurement.
 - b. Work with other team players involved in the creative disciplines, including the management of workloads for third-party creative contractors (photography, social media, written content, video, and graphic design) to set direction and timelines for creative needs.
 - c. Keep track of the status and priority of all marketing workflows and proactively communicates updates to relevant stakeholders.
 - d. Oversee and manages all Hubspot marketing and communication emails.
 - e. Lead material ordering and budget tracking related to different initiatives and disciplines (print production, merchandise, etc..), under the direction of the WMR Director of Marketing.
2. Marketing Responsibilities
 - a. Manages the master marketing content calendar for all WMR ministries and initiatives.
 - b. Assist in the creation and execution of marketing campaigns for new initiative and ongoing efforts by evaluating tactics and strategies that resonate with our target audience.
 - c. Support the WMR Creative Lead in the design and production of marketing materials, including social media, email campaigns, websites, and print collateral, while actively seeking opportunities to enhance design skills.

DIRECT REPORTS: N/A

MARKERS OF AN IDEAL CANDIDATE:

- Self-starter who takes initiative
- Detail-oriented with excellent organizational skills
- Works well in fast-paced environment with multiple projects
- Thrives on follow through
- Good communicator
- Administratively gifted
- Strategic thinker
- Marketing acumen
- Creatively gifted
- Collaborates well on a team
- Servant-hearted
- Adaptable