



Watermark Resources Marketing 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 Manager

FLSA STATUS: Exempt

DEPARTMENT: Resources

TIME REQUIREMENTS: Full Time (non-remote)

REPORTS TO: Watermark Resources Director of Marketing

CLASSIFICATION: Non-Ministerial Role

STAFF MISSION 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.

ESSENTIAL SKILLS & EXPERIENCE:

- 3-5 years of experience in marketing, communication, 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 marketing and project management tools, such as Asana and HubSpot. Bonus for experience with copywriting, Adobe Creative Cloud (Illustrator, InDesign and Photoshop), and/or Microsoft 365 (Excel, Word).
- Demonstrated experience in coordinating marketing initiatives, with the ability to translate needs into clear, actionable briefs for graphic designers and copywriters that ensure effective execution.
- Understanding of B2C and B2B marketing strategies to enhance the teams marketing strategic initiatives.
- Heart for the Big C Church, and the national ministries of Re:generation and ReJengage.

POSITION RESPONSIBILITIES:

1. Shepherd all marketing and communication initiatives for WMR through the creative process, including strategy, development & production, feedback, quality control, implementation, and measurement.
2. Administer team players to set direction and timelines for creative needs, while collaborating with cross-functional departments to ensure seamless communication and alignment on projects.
3. Assist in the planning and execution of new and ongoing marketing initiatives by creating comprehensive marketing strategies and tactics that align with business objective and resonate with our target audience.
4. Oversee and manage all Hubspot marketing and communication emails.
5. Manage the master marketing content calendar for all WMR ministries and initiatives. Coordinate the creation, approval, and distribution of marketing materials, ensuring brand consistency and timely delivery.
6. Keep track of the status and priority of all marketing workflows and proactively communicate updates to relevant stakeholders.
7. 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.
8. 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.

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