

POSITION DESCRIPTION

Job Title: Marketing Director

Reports To: Executive Director

Requirements:

Team – Must demonstrate the ability to be a good team player. This person must be highly collaborative.

Self-starter -- Must be able to work independently -- enjoy creating and implementing new initiatives

Leadership – Must have experience in leading people (working with volunteers is an asset). The ability to mentor and coach others is critical.

Christian walk – Individual must be a devoted follower of Jesus Christ and have at least one year of experience in some type of ministry within the church, either volunteer or in a staff capacity. (Other ministry experience is an asset)

Individual must have Management and Organization skills -- set priorities, develop a work schedule, monitor progress, track details independently

Excellent communication skills -- writing/ editing and verbal communication skills

Someone who thrives on managing a variety of initiatives concurrently

Excellent Problem-solving abilities

Creativity/ Innovation: develop new and unique ways to improve communication.

The ability to take information (story) and transform it into exciting and useful messages, and disseminate it to the right audiences through the best channels.

Proficiency in the following: Marketing, Social Media, Photography, Videography, Branding

Additional Skills: Electronic Repair, Audio Visual competency, Website, Networking and IT knowledge.

Description:

The Media and Marketing Director role is strategic and has a heavy emphasis on brand management. We want our message to be clear through all means of communication. This role is responsible for managing all communication activities.

This position reports to the Executive Director but works collaboratively with the lead management team in a supporting role. This individual will help set and guide the strategy for all social media, website, and messaging to supporters, parents, guest groups, member churches, alumni and campers. While some of the work will be outsourced, there is an expectation that most of the work will be done in house.

Primary Responsibilities:

1. Communications Plan
 - a. Develop, implement and evaluate an annual communication plan
 - b. working collaboratively with the lead team.
2. Implementing the plan
 - a. Creating Online Content that engages audience segments.
 - b. Creating momentum through a variety of communication means (online, mailout, brochures, video)
 - c. Increasing supporter awareness through a variety of communication means (video, photographs, social media posts, etc.)
 - d. Managing the development, distribution, and maintenance of all print and electronic communication (including but not limited to newsletters, brochures, website, instagram)
 - e. Managing media contacts for larger events
 - f. Ensuring in-house TV displays are current and relevant
3. Leadership and Communication
 - a. Mentor and lead a team responsible for SABC's website administration and maintenance, creation of weekly videos, brochures, online posting etc. These teams will be different in summer vs non summer months.
4. IT support and Sound Technician
 - a. Manage all audio/visual tech in our chapels. Set up, tear down and train rental hosts on using equipment. General IT work & audio/visual repair.
5. Operations Support - Servant Leadership Role
 - a. Hosting Retreat Groups - all full time staff will be on a rotation to help with the hosting responsibilities during the year-round operation of

the camp. This will include some dishwashing and housekeeping responsibilities as well as set up.

Preferred Outcomes

1. Increasing donor/supporter awareness across our support base.
2. Growing awareness of SABC in the general public.
3. Summer camps are at full capacity.
4. Staff needs are filled both in the summer and full time.

Working Relationships

1. Reports to the Executive Director.
2. Will work closely with the Program Manager.
3. Less frequently, will work with Team leaders from the Guest Services and Properties Divisions.
4. Will lead the summer media team.

Remuneration:

1. This is a one year renewable contract, full time, salaried, year round, camp office position.
2. Vacation benefits
 - a. All statutory holidays (New Year's Day, Alberta Family Day, Good Friday, Victoria Day, Canada Day, Heritage Day, Labor Day, Thanksgiving Day, Remembrance Day, and Christmas Day)
 - b. After working for one year - 2 weeks holiday
 - c. After working for three years - 3 weeks holiday
3. Housing benefits
 - a. Utilities (water, natural gas, and electricity) provided. This is added as taxable income each month.
4. Health benefits package.
5. RRSP incentive.

Last revision: December 2023