



GREENHOUSE CHURCH

Job Description

Gainesville, FL

352-376-6992

www.greenhousechurch.org

Job Title: **Creative & Communications Coordinator**

Reports To: **Creative & Communications Director**

Job Purpose

As part of the Creative Department at Greenhouse Church, the Creative & Communications Coordinator will work collaboratively and independently to develop and distribute original content that clearly communicates the vision, ministry, and goals of Greenhouse Church. This position currently includes tasks that an administrator and project manager may do on a weekly basis.

Duties and Responsibilities

Leadership:

- Assist Creative & Communications Director as directed
- Develop marketing strategies
- Assist Creative & Communications Director, in administering all projects related to:
 - Sermon series
 - Ministry projects
 - Campus specific events/needs
 - Greenhouse Movement
 - Events/Conferences
 - HR Requests
- Ensure that communication materials get to the designer, printer, and campus on time, and develop and maintain internal distribution systems
- Ensure vendors or contract hires are paid as agreed
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Brainstorm & Implement new and innovative growth strategies
- Develop training modules on best social media practices for staff and volunteers
- Suggest activities for improving the quality of online content
- Recruits, leads, and supervises volunteers

Digital Marketing & Social Media:

- Plan, design and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Prepare accurate reports on our marketing campaign's overall performance
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Report statuses for most projects in progress to the team and internal departments
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Content Development:

- Write high-quality content for web, print, social media, email and internal applications
- Collaborate with ministries to develop a variety of content for marketing materials
- Produce error-free content that adheres to GH's style guidelines
- Interpret creative direction and adapt points from creative briefs into persuasive copy concepts
- Propose copy concepts and present underlying strategic thinking to leaders
- Champion content marketing strategy across all ministries
- Set guidelines for the tone, style and voice of all brand content
- Set editorial strategy so content is consistent and compelling across all delivery streams
- Measure and analyze what's working and what isn't in regard to the brand's content marketing efforts

Administrative:

- Manage marketing software and systems
- Inputting creative requests into Wrike, setting the dates and developing the timeline
- Submitting project requests to printers and receiving their estimate
- Receiving samples and deliverables when they come in
- Ordering deliverables
- Keep records of all purchases/receipts
- Coordinate logistical details for photoshoots or internal team gatherings
- Develop and monitor campaign budgets
- Other duties as assigned

Required Character Attributes & Team Values

- **Must Be Willing to Uphold and Champion the Following Team Values:**
 - Be a God seeker
 - Help to increase the faith quotient of the team
 - Be able to have crucial conversations
 - Must work hard and play hard
 - Be willing to progress as a disciple, teammate, and employee
- **Must Have the Following Character Attributes:**
 - Places a high value on unity (According to Ephesians 4:3)
 - Lives a life above reproach (1 Timothy 3)
 - Models appropriate behavior toward the opposite sex (Ephesians 5:3)
 - Models a life of holiness, purity and integrity (Hebrews 12:14)
 - Has a good grasp of scripture and not given to untested points of view (Colossians 2:8)
 - Devotes themselves to prayer (Colossians 4:2)
 - Has a persevering spirit and soul (James 1:4).
 - Is strong and stable and not given to double-mindedness (James 1:8)
 - Is quick to listen, slow to speak and slow to be angry (James 1:19)
 - Has a calmness of spirit and does not over react (Proverbs 29:20)
 - Displays loyalty to other team members (2 Timothy 4:9-18)
 - Displays a positive attitude (Philippians 4:8)

Essentials Skills, Knowledge and Experience

- BS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Outstanding communication and interpersonal skills
- Experience leading volunteers

Time Requirement

Full Time (40 Hours)

Required Times: TBD

Other Hours: Set schedule approved by CCD for remaining office hours

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| Approved by: | |
| Date approved: | |
| Reviewed: | |