



Mission: Centered on God our mission is to feed physical hunger, spiritual hunger and our hunger to be in community.

POSITION: Director of Marketing

REPORTS TO: Lead Pastor

STATUS: FT- Exempt (40+ hours/week)

Position Description: The Director of Marketing at King of Kings is primarily responsible for overseeing all aspects of marketing, media and communication for the church including web, publications, printed materials, digital marketing, and video. This person will partner with senior leadership in planning, coordinating, implementing, and embracing ownership of a comprehensive Marketing/Communications strategy. Success in this role will be based largely on identifying, building, developing, and leading a team that will manage the creative elements of communication/marketing from idea to execution.

RESPONSIBILITIES:

- Lead the development and implementation of communication campaigns and messaging including a yearlong content calendar to provide direction to grow the visibility of King of Kings within the congregation and community.
- Produce and manage all content development from design to implementation of all print and electronic messaging, including website, social media sites, newsletters, worship slides, announcements and other outlets that inform and persuade distinct and diverse audiences in an engaging way.
- Handle the coordination and production of regular publications (including, but not limited to worship service bulletins, bulletin inserts, e-newsletters, annual reports, visitor and ministry brochures, and posters, etc.) in a timely, accurate and presentable manner consistent with King of Kings vision, and branding.
- Develop branding initiatives, internal communications, and external advertising relations.
- Address challenges, adding goals, and seizing opportunities related to the communications/marketing ministry that is in alignment with the church's goals of outreach.
- Create and launch strategic marketing campaigns, analyzing demographic, and optimizing processes for tangible results/returns.
- Responsible for the development and deployment of King of Kings website and the related collateral sites and for coordination of efforts to keep information accurate and up to date.
- Develop and deploy various forms of electronic communication (email, social networking, etc.).
- Identify team structure needed for the marketing arm of King of Kings to grow and expand proactively.
- Provide supervisory and leadership over the communications team members.

EDUCATION/EXPERIENCE:

- 5 to 7 years of progressively relevant experience and technical know-how in communications and marketing, including 2-3 years of experience working as part of a leadership team in a supervisory position.
- Demonstrated experience in developing and implementing strategic communication plans.
- Working knowledge of graphic design, print and website development and maintenance preferred.
- Proficiency in Microsoft Office Suite, Adobe Creative Suite- InDesign, Illustrator, Photoshop, Acrobat and Premiere, Word Press, Constant Contact, Hootsuite, Social Media platforms and/or other publishing, graphics and communication software programs.

1583 Radio Drive
Woodbury, MN 55125

**QUALIFICATIONS:**

- Ability to produce great work results through relentless organization, uncompromising integrity, effective communication and proactive problem-solving.
- Excellent written and verbal communication skills.
- Ability to vision and take initiative with minimal supervision.
- Proven ability to organize and manage many projects with a high attention to detail.
- Initiative to proactively move the ball forward.
- Rockstar proofreading skills.

COMPETENCIES:

- Strong interpersonal skills in working with different personalities and leadership styles.
- Ability to vision and implement programming
- Ability to maintain confidentiality and discretion.
- Ability to take initiative and work with minimal supervision.
- Ability to collaborate well in cross-functional teams and projects across the church.

Working Conditions and Physical Demands:

- Schedule may include working evenings, weekends, and extended hours as required by ministry needs.
- Extensive standing, walking, and sitting for extended periods of time.
- Repetitive keyboard and mouse movements requirements.
- Lifting of supplies and equipment up to 25 pounds if necessary.

A mature faith, a personal relationship with Jesus Christ, commitment to ministries of King of Kings, a signed King of Kings Staff Covenant, along with membership in the congregation and worship at King of Kings are requirements for all employees.

ABOUT KING OF KINGS

King of Kings is a vibrant family of faith. We use the term “family” to indicate the heart and spirit of this congregation as we gather in community, grow together and nurture one another in faith — and to indicate the importance we place on families worshiping, serving, and learning together. King of Kings has been blessed with a strong physical presence within the city of Woodbury as it sits atop Radio Drive; yet more importantly, God also calls and challenges us to be a witness in the world so that others may come to know and experience His love.

Our Mission is simple, “Centered on God our mission is to feed physical hunger, spiritual hunger and our hunger to be in community.” As a body of faith, we not only seek to address the effects of physical hunger both locally and globally, but our hunger to grow in faith and to be in community with other believers.

We believe that our journey of faith is an ongoing process of growth and mutual investment where people of all ages engage, support, and learn from one another.

We are excited for you to join the amazing staff at King of Kings and grow the mission for God’s glory.

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