

## Job Description

Position: Marketing and Communications Specialist  
Reports to: Executive Pastor  
Type of Position: Full Time, Exempt

## Overview:

The Marketing and Communications Specialist will advance the mission and vision of Spring Lake Church by creatively communicating the DNA of Spring Lake Church both internally to the existing congregation and externally to Northeast Wisconsin and the world. Specific attention will be made in expanding the digital presence of Spring Lake Church.

## Responsibilities:

### Brand Management

- Own the Spring Lake Church look and feel.
- Create and execute strategy to assure all Spring Lake Church communications meet standards.
- Manage and use the logos, graphics, and videos that represent Spring Lake Church.

### Strategy

- Create and execute strategy to effectively communicate with Spring Lake members, regular attenders, and those currently not connected to Spring Lake Church. This includes, but is not limited to:
  - Email Communication, Weekend Service Materials, Side Screen Graphics, Website, Social Media, Print Materials and Digital Marketing.

### Process

- Develop and implement process for effective and efficient communication production.
- Work closely with staff and volunteer creative teams to clearly communicate objectives and timelines.
- Assure communication projects are executed with excellence within time and budget.

### Content Creation

- Recruit and lead volunteer and contract creative team to support content creation efforts.
- Write text that is clear and compelling for readers.

## Requirements:

- Vibrant and healthy spiritual life.
- Background in Communications, Graphic Design, or Marketing.

- Member or willing to become a member of Spring Lake Church.
- Attention to details.
- Experience with project management.
- Solid team player who can play the role of servant and peer in team dynamics.