



## Job Description

**Position Title:** Marketing Strategist

**Department:** Design and Communications

**Reports to:** Director of Design and Communications

**Status:** Full-time; salaried, exempt

**Revised:** 04.02.2024

**Campus:** Campus Support Team

### Primary Purpose

The Marketing Strategist will provide strategy for how NewPointe communicates with people and inspires them to follow Jesus through social media platforms, marketing, and print and digital tools. We want to build with people to help them take the next steps in their spiritual growth. This role will coach and collaborate with staff and volunteers to develop and achieve objectives for brand awareness, promotions, and equipping believers to reach the lost while measuring the success of marketing efforts.

### Essential Functions/Key Result Areas (KRAs)

- Lead and develop marketing functions of NewPointe to ensure effectiveness and alignment on all media platforms. Areas to include:
  - Website
  - App
  - Social media (Instagram, Facebook, YouTube, Google)
  - NewPointe Online
  - Search Engine Optimization
  - Continual monitoring and engagement of all accounts
  - Summarize actionable data to inform decisions and actions towards growth/goals.
  - Email
- Align all communications and promotions of NewPointe with our mission/vision/values.
  - Strategize communications and promotions for events.
  - Helps to standardize messaging across all platforms: online, print, etc.
  - Alignment between online and in person efforts.
- Perform project management for marketing and promotional requests.
- Recruit, develop, train, and equip campus volunteers with photo/video capture and upload process.
- Other duties as assigned.

### Position Requirements

Supervisory

- Lead Volunteers

Knowledge/Skills/Abilities:

- Ability to quickly create relevant and creative communication messages.
- Ability to communicate clearly and concisely, both orally and in writing.
- Ability to effectively recruit, inspire, and build teams.
- Proficient in the following software applications:
  - MS Word, Excel, and Outlook
  - Asana – project management software

- Adobe Tools
- Canva
- Photography
- Able to ask questions for understanding and advancement of ideas/concepts.
- Coachable and takes direction well.
- Print processes, color formats, finishing processes including print and cut.
- Ability to travel to campuses for various projects when necessary.
- A valid driver's license.

### **Qualifications**

Education: Bachelor's degree is preferred; high school diploma required.

Experience: At least two years of comparable working experience in a related field.

Licenses: None

### **Physical Activities/Requirements (with or without accommodation)**

- May require long periods of standing or sitting

### **Personal and Spiritual Requirements**

- Professes Jesus Christ as Lord and Savior
- Commitment to personal spiritual growth and healthy lifestyle
- Models standards and expectations of leaders within NewPointe, including:
  - Tithe (within 3 months of hire). A tithe is giving 10% of your income to the ministry of the local church at NewPointe.
  - Participate in small group accountability.
  - Regular attendance at NewPointe services.

At NewPointe we value working through people to accomplish goals, as well as personally contributing at a level that requires God's help. By maintaining these priorities, we will put ourselves in a position where we can continue to strive for excellence and value in reaching lost people.

### **ACKNOWLEDGMENT**

I acknowledge that I have read the above job description and can perform the essential functions of the position with or without accommodation.

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Applicant Signature/Date

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Management Signature/Date