



Director Marketing and Communications

SUMMARY: The Director of Marketing and Communications will lead a creative team of staff and volunteers focused on branding all the ministries of Connect Church through story and creative outlets, both online and in print.

ABOUT US: Connect Church has been reaching the Boston MetroWest region with the gospel of Jesus Christ for 40 years through six ministries that include Connect Church, MetroWest Christian Academy, Early Learning Centers and Connect Caribbean Mission. The Connect team is approximately 140 people serving in six locations throughout the Boston MetroWest region and the Caribbean. The Academy and Early Learning Centers serve 500+ children weekly.

Connect Church is a multi-site congregation which pre-COVID gathered 1,000+ people in weekly worship experiences through an online campus and two physical campus locations. Connect Church currently offers online services with plans to launch two new locations (for a total of four physical and one online campuses) when physical gatherings resume.

The Director of Marketing and Communications must be:

1. A devoted follower of Jesus Christ and willing to sign the Connect Statement of Faith
2. A current member of Connect Church or willing to become a member within 3 months
3. Able to fully support Connect United values and operational beliefs.

RESPONSIBILITIES:

1. Brand creation and management. Build a cohesive brand strategy for all ministries in a way that produces clarity, inspires engagement and remains recognizably Connect.
2. Marketing. Develop and execute marketing and promotion strategies across multiple channels, particularly digital. Responsible for multiple websites, social media platforms, and print materials. Conduct research and analyze data to create strategies that reach people disconnected from God and the ministries of Connect.
3. Content creation and storytelling. Provide direction to the creation of content for all branding and marketing – graphic design, photography, video, etc. Collaborate with the Worship Pastor and Teaching team to support worship experiences with creative content and visual support. Execute a process that gives every ministry access to multiple stories of what God is up to right now through Connect.
4. Copywriting. Provide written copy for digital and print publications.
5. Build teams. Mobilize Dream Teams (Connect's volunteers) to make a difference in the marketing and creative space. Create strategies and systems for support the management and execution of work through teams – social media, graphic design, photography, videography, etc.
6. Develop leaders. Equip others to do the work of ministry. Engage in tough conversations in a life-giving way so leaders mature.
7. Build scale. Build communication and marketing systems that will support the ministry as it grows.
8. Manage finances. Build budgets and manage finances related to areas of oversight.
9. Work in harmony with all staff and Dream Team leaders. Contribute to the development of the digital future of the ministry.
10. Other essential duties as requested.



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DIRECT REPORTS: Staff – Videographer. Dream Teams – Social Media and Photography

REPORTS TO: Executive Pastor

PHYSICAL DEMANDS: The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job, which include regularly required to stand, walk, or sit and use hands to finger, handle, or feel, and is occasionally required to lift and/or move up to 50 pounds. Requires evening and/or weekend availability.

EDUCATION AND EXPERIENCE: Fluency in the English language is required. Fluency in Portuguese is helpful. Must pass all clearances and background checks required by Massachusetts. The ideal candidate will have a degree in marketing, graphic design, or communication with three-five years of experience. The ideal candidate will be creative, collaborative and social media savvy with the following personal characteristics & skills:

- Creative with understanding of good and bad design
- Strategic thinker
- Problem solver
- Developer of systems and processes
- Leader of teams and project manager
- People person
- Collaborate well with other ministries
- Humble, hungry, and smart
- Self-starter and initiator
- Articulate with excellent written communication skills

COMPENSATION and BENEFITS: This is a full-time salaried position with benefits including paid time off, health insurance, retirement plans, and tuition discounts for enrollment of children in one of the Early Learning Centers or MetroWest Christian Academy. Connect also offers flexible scheduling with the possibility of blending work locations between a home office and the Connect office.

CHRISTIAN LIFE: As an employee of Connect United in this job position, you are an important member the church staff team. This job position requires that you be available and prepared to share the gospel, pray, teach, counsel, and minister spiritual care to others. Because of the nature of these types of ministries it is an absolute necessity that you possess and maintain a testimony or lifestyle that is above reproach in accordance to Scripture. What you do on your own time, or post on social media, may seriously affect your ability to perform these types of ministries, which are an important part of your job.