

DIRECTOR of STRATEGIC MARKETING and COMMUNICATIONS

SUMMARY: the Director of Strategic Marketing and Communications is a high capacity leader who can clarify and align communications across our organization; partner with ministries to engage their specific audiences; and deliver high impact communications to both internal and external audiences.

Employment Standards:

- Undergraduate Degree in a marketing related field
- 5+ years of proven marketing, communications, and PR Leadership
- Multiple years of creating and implementing annual marketing plans with measurable, increasing success in reaching internal and external audiences
- Proven catalytic leader who exudes positivity and maximizes opportunities with savvy
- Significant experience building and supervising paid staff teams
- Proven experience in progressing toward brand saturation using a variety of mediums including print, web, digital, analytics, social, video, creative production, admin, etc
- Strategist leader with the ability to proactively serve and integrate marketing approaches among Core Leaders and ministries that entail a myriad of partnerships and initiatives

ROLE: The Director of Strategic Marketing and Communications is a(n)...

- **Carrier of the DNA:** Completely embraces and contagiously communicates the Valley Church mission, values, and strategy.
- **Leader Cheerleader:** Relentless encourager and champion of church leadership, other staff, and volunteers.
- **Strategic Planner:** Works with church leadership to build an annual, organization-wide, strategic marketing and communications plan.
- **Storyteller:** Passion and proven competency at creating two-way systems to capture and share stories of life change and ministry impact in ways that inform and inspire.

- **Team Builder:** Effectively leads the Strategic Marketing and Communication Team. Builds staff and volunteer teams and identifies high capacity leaders to build more teams.
- **Reproducer:** With the entire staff, reproduces leaders, volunteers, and followers of Christ.
- **Galvanizer:** Strong internal communicator who creates cohesion and alignment with strategic marketing objectives across the entire organization.
- **Mission Navigator:** Co-labors with leaders to process, plan, and implement great communication of mission-aligned ministries and events. Helps everyone contribute to the overall effectiveness of church communications.
- **Vision Activator:** Turns strategic plans into reality. Makes it happen on time and on budget.
- **Communications Expert:** Outstanding in all forms of marketing and communications including social media, web, print, email, etc. Experience is preferred for demonstration of competency in marketing, public relations, and other communication disciplines.
- **Partner for Improvement:** Looks for ways to improve—is sensitive to misses and committed to positively encouraging everyone towards excellence.
- **Talent Scout:** Always on the lookout for new leaders and volunteers.
- **Advocate for the audience:** In tune with and is centered on the perspective of our audience. Always seeking to enhance the experience of participants by proposing creative solutions that add relevance, meaning, and engagement.
- **Idea scout:** Sources ideas and inspiration from a variety of fields.
- **Catalytic Leader:** Leads through expertise and winsome influence, rather than positional leadership.
- **Des Moines Fan:** Passionate about seeing the Des Moines community thrive, especially our immediate neighbors.
- **Experimenter:** Learns by testing new and out-of-the-box ideas.
- **Mission Mobilizer:** Fully embraces our mission of mobilizing everyone's God-given potential to deeply love Christ and their neighbors.

NOT: The Director of Strategic Marketing and Communications is NOT...

- **Bottleneck:** They align and amplify strategic messages, while equipping teams to communicate other messages independently and effectively.

- **Micromanager:** They lead, equip, and empower their team to provide the highest quality work with guidance and clarity.
- **IT Professional:** They understand how to use technology platforms and are champions for best practices, but they are not the systems analyst in charge of managing them.
- **Administrative assistant**

PERSONALLY: The Director of Strategic Marketing and Communications is...

- **Time manager:** Does not require external systems to prioritize—is intrinsically motivated.
- **Self-aware individual:** Knows where they are weak; finds others to fill in those gaps. Emotionally intelligent and healthy.
- **Healthy at home:** No concerns related to spiritual or emotional health issues within their family.
- **Humble learner:** Can take direction and feedback well and has a great desire to learn.
- **Authentic and appropriately transparent:** Their online presence accurately reflects their professional character and personal integrity.
- **Trustworthy:** Has unwavering loyalty to Christ, church leadership, and Valley Church. Understands sensitive situations and maintains complete confidentiality. Skilled with diplomatic endeavors.
- **Flexible:** Understands the complexity of working with a variety of staff and perspectives, and collaboratively works with patience, flexibility, and grace.
- **Person of integrity:** At the core, they make solid decisions based on lifelong, biblical values.
- **Disciple:** Fully devoted to following Jesus in everything they do.
- **Unquenchably curious:** Continually searching out innovations, trends, and new approaches. Invigorated by exposure to new experiences and new ideas.
- **Self-starter:** Compelled by a desire for growth. Routinely undertakes new projects on his or her own initiative.

JOB: The Director of Strategic Marketing and Communications...

- **Drives brand engagement:** Reaches new audiences through storytelling, outbound, and inbound marketing, and growth initiatives.
- **Oversees communication:** Collaboratively creates and implements an annual marketing plan to best promote Valley Church and its affiliated ministries through social media, website, digital platforms, email, print media, etc.
- **Supports ministry leaders:** Builds relationships with the Core Leaders and other leaders proactively to listen, understand, and fulfill our Vision Frame priorities and the individual ministry leaders/connections to that Frame.
- **Is accessible:** Meets regularly with leadership and the Strategic Marketing and Communications Team to encourage collaboration, alignment, strategic planning, and mission fulfillment.
- **Operational optimizer:** Sees the efficiency gaps in the structures and systems of Communication and manages/realigns for greater efficiency and effectiveness.
- **Maximizes volunteers:** Identifies, equips, empowers, and leads volunteers with marketing skills to help achieve the mission. Develops a volunteer pipeline focused specifically on marketing and communications.
- **Serves the church:** Understands that the first calling is to serve the leadership in communicating the vision of the church, followed by serving the specific ministry areas.
- **Loves our online community:** Oversees online environment—creating engagement and developing strategies and systems for assimilation.
- **Connects:** Attends the weekly all-staff meeting at the main campus each week; meets with members of the lead team regularly.
- **Communicates:** Keeps their supervisor aware of the successes and struggles taking place in their sphere of influence by proactively and consistently sharing stories and reports.

Typical Tasks Include:

- a. Develop and integrate assimilation strategies
- b. Oversee the staff of major events and guest experience
- c. “Put legs on” existing Vision Frame and horizon storyline
- d. Regular proactive engagement with Core Leaders and departments (cross-functional/increased collaboration).
- e. Oversee online environment of engagement and assimilation (maximize effectiveness of three pillars- website, social media, email marketing).
 Passionate, master storyteller with proven competency at creating two-way systems to capture and release/disseminate Valley DNA and messaging.

RELATIONSHIPS to the The Director of Strategic Marketing and Communications include...

- **Serves:** on the Catalyst Team
- **Reports:** to the Director of Ministry Advance
- **Supports:** Core Leaders and other ministry leaders
- **Leads:** Strategic Marketing and Communication Team and volunteers.

SUCCESS of the Strategic Marketing and Communications Team is defined by...

- **Supportive collaboration:** The Strategic Marketing and Communications Team co-labors alongside leadership to fulfill our mission in alignment with our Vision Frame and priorities.
- **Church awareness and enthusiasm:** The people of the church are more aware of and more enthusiastically involved in the mission of our church than they were the year before.
- **Community awareness and exploration:** The community grows yearly in awareness of the church and in exploring how they can become involved.
- **Smile of God:** Ultimately, that our character and efforts bring glory and joy to our Father.
- **Passionate alignment:** There is excitement about the mission, values, strategy, and impact of our church.
- **Visibility:** The entire organization is able to recognize how strategic communications are aligned and whether goals are being reached.