



Job Description: Marketing Specialist

Final September 2023

At The Episcopal Church of the Ascension we are free to ask life’s big questions, supported and inspired by a community of curious people.

Everyone can belong and be an important person in this inclusive community that knows and cares for one another. We use our living tradition to serve as a guide; we treasure the ancient while embracing the new, through beautiful worship, humble service, joy, and laughter. We strive to celebrate God’s transformative presence and unconditional love as revealed by Jesus and his way of love and mercy. In everything we do, we seek to love God with our whole hearts and our neighbors as ourselves.

Role Scope:

This part-time position will execute defined marketing/marketing communications related strategies including content development and deployment tasks for the church to support the growth, operational plans and community as directed. She/he/they also work closely with the GROW team and clergy to assess, plan, and implement activities as planned and meet the church’s communications needs for both internal and external audiences.

Classification: Contracted position. Estimated 8 – 10 hours/week both on site and remote activities as agreed.

Location: Stillwater, MN

Wage: \$25-30.00/hr based on experience and education.

Essential Duties:

1. Manages all aspects of the church communications plan that support the GROW and parish strategic plans.
2. Maintains up-to-date information and social media presence related to church events and programs including monitoring social media for posts, trends, metrics and other activities for both Ascension and other local religious organizations.
3. Monitors web metrics and trends and provides suggestions on improvements.
4. Oversees updates and content for our external website and church app. Collaborate with volunteer(s) and staff who provide / deploy ongoing updates and content.
5. Designs and develops content for internal and external communications.

6. Assesses Ascension branding and identity approach and proposes brand architecture in collaboration with Ascension leadership. Provides ongoing brand management with the goal of increasing consistency, visibility, and recognition
7. Develops and implements an advertising campaign including content and graphic development.
8. Creates brochures/info sheets for various ministries or activities as directed.
9. Provides input to weekly The Font e-newsletter and external website content for increased engagement as needed.
10. In collaboration with GROW team and clergy, maintains an updated communications plan aligned with the church calendar.
11. Collaboration with staff and volunteers on marketing and communications activities.
12. Attends GROW meetings and staff meetings as scheduled.
13. Provides monthly reports for the Vestry on current activities, status and needs to support responsibilities.
14. Manages and maintains records of copy approval process and digital media opt out forms.
15. Assist with additional communications and marketing needs as directed.

Qualifications:

- Bachelor's degree in marketing, marketing communications or applicable field of study (e.g., journalism) or equivalent
- Minimum 5 years marketing communications experience in non-profit environments. Religious org experience a plus.
- Prior experience with managing websites and other digital communication media
- Excellent creative, writing and editing skills
- Expertise with applicable digital technology
- Collaborative, team player with strong, respectful interpersonal communication skills
- Ability to work with a variety of personalities and diverse groups with diplomacy, friendliness, and respect
- Non-member of Ascension Church

For more information or to apply for this position, contact Janet Prust, Sr. Warden Ascension church at j.prust@aechurch.org. This posting will remain open until the position is filled.