

Marketing Manager

Status: Full-time

Working Days: Typically Monday - Friday; a spirit of flexibility is expected

About The Meeting House

We feel God is calling us into a new vision: *Introducing spiritually curious people to the Jesus-centred life through a movement of Jesus-centred churches.* What does that mean? Through our Meeting House parishes and expressions across Southern Ontario, our desire is to honour God by proclaiming the irreligious message of Jesus and fostering loving communities of fully committed Christ-followers in a way that makes sense for that local context. We are all about Jesus first, which we believe results in our values of peace, simplicity, community, and mission. We are reimagining what it would look like to be a church that is fully activated for mission and engaging the spiritually curious around us. We are committed to evangelism and kingdom growth within our existing footprint and uniting with other Jesus-centred churches to amplify our Kingdom impact beyond our footprint in ways we have not imagined before. We need people who share excitement about this spirit-led vision and want to contribute their gifts, skills, expertise, and heart to this transformation! Check out our website for more details:

www.themeetinghouse.com .

Role

The Marketing Manager is responsible for positioning and promoting The Meeting House's ministries for internal and external audiences using messaging, tone, and brand that align with existing guidelines. The candidate will strategically employ The Meeting House website, social media, direct email, analytics, and other tools in pursuit of our vision of reaching spiritually curious people and further engaging our community in discipleship.

Requirements

- Fully aligned with the message, mission and ministry strategy of The Meeting House
- Maintain and model spiritually thriving relationship with Jesus
- Spiritual maturity with a passion for reaching spiritually curious people with the message of Jesus
- Proven track record of developing and successfully implementing online marketing and communication strategies
- Creative and strategic thinker
- Strong writing skills
- Experience with Google Analytics
- Excellent relational skills
- Experience in Adobe Suite
- Design/UI/UX experience an asset
- Website content management experience an asset
- 3-5 years of experience in a similar role in a fast-paced and dynamic environment

Responsibilities

- Direct and oversee all church-wide marketing strategies and campaigns (e.g. series and event promotion, social media, print campaigns, signage needs, Annual Report)
- Ensure all elements of messaging, design and media creation align with the brand, voice, values and ethos of The Meeting House
- Ensure effective UX and UI design across all platforms
- Gather and analyze data to assess marketing effectiveness and adjust direction
- Provide direction and mentorship to designer freelancers and internal staff



- Collaborate with pastors and ministry teams to develop ongoing communications strategies that help them succeed
- Resource and equip ministry teams to empower them to represent our brand well (i.e. lunch and learns, Canva templates, identify brand representation pain points, etc)
- In collaboration, proactively look for creative ways to engage Meeting Housers and spiritually curious people with the message of Jesus
- Oversee and contribute to written content across all mediums
- Ensure The Meeting House marketing efforts utilizes industry best practices and the most current and cost-effective technology
- Other projects and responsibilities, as assigned

Relationships

Direct Reports: Social Media Coordinator
 Graphic Design Freelancers

Reports to: Communications Director

What We Offer

You will lead and work alongside amazing people in our community who love Jesus and are learning to put into practice what it means to follow Him. You will join a staff team who genuinely care for each other, love what they do and strive to work to the best of their abilities. None of us are superstars; we just try to authentically follow Jesus together. We are a fast-paced organization and are willing to try new things and experiment if we think something else will be more effective. We often fail first before finding what works best.

We offer a competitive benefits and pension plan, encourage and support professional development and continued learning, and provide the technological tools required to do the job, including a laptop and smartphone.

Hiring Statement

We believe that the body of Christ is unified when each of us is encouraged, recognized, and able to serve out of our gifts, and that the church is at its best when church leadership represents the communities in which we serve. At The Meeting House, we want to do better. We strongly encourage women and men, and people of all ethnicities and abilities who love Jesus and are aligned with our vision and values, to consider applying for a staff role.

We strive to achieve equality in the workplace, which means no one will be denied employment opportunities or benefits for reasons unrelated to fit for a role. We also understand employment equity means more than treating individuals in the same way but requires special measures and the accommodation of differences. In this way, we are following Jesus in our hiring practices to create a diverse and inclusive workplace reflecting the body of Christ.