



COMMUNITAS

— International —

JOB DESCRIPTION AND PROFILE

for the position of

Director of Marketing

www.GoCommunitas.org

**Vision: Transformed Lives... Transformed Neighborhoods...
Transformed World**

**Mission: Starting and shaping communities of faith
that love like Jesus in their neighborhood**

Overview and Introduction to Communitas International

Communitas is a church planting organization with over 50 years experience working in Western Europe, Central and Eastern Europe, Latin America and North America. Our leading edge ministry is looking for the right person to help lead us into greater Kingdom ministry. Our current staff of over 200 includes full-time, bi-vocational and affiliate staff, with a quarter of that number being non-Americans. Communitas operates in over 20 different countries as we nurture over 120 churches and church-planting projects toward reproducible maturity.

Communitas is rooted in a strong missional theology. Our three core values center on being Kingdom seeking, Grace oriented and People focused. Our church planting methodology is not tied to a specific formula, but rather the spirit of serving others and the embracing of a progression of actions that lead to a healthy, maturing church, making our approach very adaptable to unique contexts (see www.TheDynamicAdventure.com for details). We are pioneers and risk takers. We value honesty and encouragement. We collaborate well, within our global regions, as well as with partner organizations.

The Need and Opportunity

Across post-Christian secular culture people have largely given up on church, but spirituality remains important to them. Communitas International is at the forefront of sparking that spirituality with mission and helping people 'taste and see that the Lord is good'. Our church planting organization offers the following:

- A firm commitment to expressing the passionate love of God for the world in word and deed.
- Substantial experience in reaching people in post-Christian culture.
- Strategic coaching for planters and churches by experienced cross-cultural practitioners.
- Robust training for team leaders and members via online cohorts, on-site events and regional/global seminars and conferences.
- Rigorous assessment experiences and tools that can form the basis for strategic coaching and healthy team building.
- Partnership in innovation with those looking for new ways to declare the timeless message of the Gospel.

Director of Marketing

Reports to: Chief Operating Officer

Works closely with: Executive and Operations teams, field staff

Direct reports: Website coordinator, Social Media coordinator, Videographer, Contracted writers

Location: remote work engagement

Classification: exempt

Position Scope:

This position oversees all aspects of the organization's external marketing and communication, with primary growth expectations around (1) Recruiting more missionaries for Kingdom impact, and (2) raising unrestricted funding for the organization. The role ensures an overall marketing and branding plan and coordinates all aspects of marketing the ministry. Oversight includes the

Communitas website, gathering and development of life-change/impact stories from the mission, article publishing, external social media marketing and engagement, marketing purchases, and more. This role will also supervise or manage outsourced media production, to include video production as needed. Role is responsible for managing the Communication expense budget. This is a full-time or part-time role, depending on experience and availability, and has the opportunity to grow from part-time to full time at the discretion and desire of the employee and supervisor.

Funding: This position is support-funded. The Director must be prepared to seek personal donor support for this role. A support plan for this position will be established in consultation with Human Resources.

Principal Duties & Responsibilities:

- Develop and implement Communitas' marketing strategy externally:
 - Develop and implement a comprehensive marketing strategy toward recruiting new missionaries, donors and broad engagement by Communitas in the Christian marketplace
 - With senior leadership, manage external marketing/communication message by telling compelling stories from the field
 - Publish monthly external online newsletter *Connections*
 - Plan for and implement other publishing and marketing opportunities
 - Build relationships with field staff to facilitate and encourage gathering of "changed life" stories from the field for sharing in various venues
 - Maintains oversight and management of website(s), including maintaining current content, staff profile pages, opportunity pages, future website upgrades/redesigns, and owned URLs
 - Maintains oversight and management of all social media to foster interaction, education, engagement and discussion regarding Communitas ministry, mission, and stories through the use of online communities.
 - Oversee/coordinate video production as required
 - Research and help coordinate current and future podcasting and other messaging opportunities
- Manage communication internally:
 - Work with Training director to develop and update online training modules
 - Coordinate internal newsletter, *Inside Communitas*
 - Facilitate "Communitas Front Porch" on Facebook and other internal social media
- Other duties as assigned

General Responsibilities:

- Maintains a learning posture and growing walk with Christ.
- Maintains a positive and encouraging spirit.
- Maintains a strong commitment to the mission, vision, values and statement of faith of Communitas.
- Maintains a commitment to excellence and service orientation.

- Maintains absolute discretion in matters of confidentiality.
- Maintains Ministry Partner Development in order to have sustainable mission support.

Qualifications:

- Strong commitment to the mission, vision and values of Communitas International, and a committed follower of Jesus Christ. Meets elder qualifications of 1 Timothy 3:1-7 and Titus 1:6-9 (gender inclusive)
- Theologically sound and in full agreement with Communitas' Statement of Faith and positional papers
- Prefer Bachelor's Degree in a related field and/or a demonstrated desire for continued education in the areas of organizational and ministerial leadership
- A self-starter, able to self-manage and work remotely, and able to handle project management across multiple departments.
- Superior written and oral communication skills: the ability to write well-constructed, engaging, and grammatically correct blog posts and stories is a non-negotiable
- Media production experience and ability preferred
- Preferred international missionary or living experience, particularly in a self-support environment
- Must be flexible and able to adjust to a changing work environment and challenges.
- Excellent computer software skills including use of Excel, Word, Skype and Google docs, as well as appropriate design and video-editing software
- A self starter, able to work independently
- Systems thinker who enjoys the challenge of building and implementing a marketing strategy from ground up
- A background check is required