**Job Title: Marketing Strategist**

**Status:** Part-time hourly, 28 hrs, Hybrid Remote

**FLSA:** Non-exempt

**Reports To:** Creative Director

**Job Titles Directly Supervised:** NA

**Last Revision Date:** June 2025

**Essential Duties:**

The Marketing Strategist ensures all communication points people to Jesus and helps them take the next steps. They work to increase awareness of Anderson Hills, attract new visitors, and enhance engagement across various channels. This happens through crafting messaging that is clear, compelling, and aligned with the church's vision while working with the Creative Department and ministry leaders. They develop and manage the planning, writing, and scheduling of church and community-wide communication.

**General Summary of Duties and Responsibilities:**

* Develop and manage content calendars for email, social, and web
* Write and edit copy for sermons, events, and outreach initiatives
* Maintain and update website content
* Coordinate with ministries to gather communication needs and stories
* Collaborate with Designers and Content Creator to align visuals and messaging
* Other duties as needed

**Meetings Requiring Attendance:**

* Creative Department Meetings (weekly)
* Technical Syncs (as needed)
* Communications Sync Meetings (as needed)

**Qualifications:**

Must have a growing relationship with Jesus Christ. Must possess excellent writing and editing skills. Experience in communications, marketing, or ministry preferred. Must be organized, detail-oriented, and have a heart to help people connect with the life and mission of the church. Must be fully proficient in the Adobe Creative Suite, Canva, FCPX, and Meta metrics. Must have in-depth knowledge of SEO best practices and possess strong writing skills.