

SUPPORT & DEVELOPMENT

MARKETING PROJECT MANAGER

REPORTS TO: MARKETING DIRECTOR

RELATES CLOSELY WITH: PRODUCTION, MARKETING, IT, & CREATIVE TEAMS

PROVIDES OVERSIGHT TO: PHOTOGRAPHY & ONLINE VOLUNTEERS

CLASSIFICATION: FULL-TIME//SALARY

The Flatirons Marketing Project Manager is solutions-minded and finds value in bringing content to life that will bring the awesome life of Christ to people in a lost and broken world. Details matter to you and because you're well organized, you love a good spreadsheet or, even better, a project management system! You're great at communicating ideas, concepts, and challenges. You take action and support Flatirons by moving projects forward and bring big ideas to life.

PERSONAL QUALIFICATIONS

- Submits their life to God and the authority of His Word.
- Theologically aligned with (and practicing) the values and teaching of Flatiron
- Understands and supports Flatirons vision and values; uses vision to filter decisions.
- Embraces key values integral to Flatirons staff culture: integrity, honor, mission.
- Exemplifies qualities core to Flatirons DNA: humility, vulnerability, authenticity, humor.
- Committed to continual growth: spiritual, personal, professional; invests in the growth of others.
- Uses humor to connect with people and is a relational team-player.

PROFESSIONAL QUALIFICATIONS

- Previous Project Management experience is preferred
- Ability to collaborate across teams and vendors with humility and servitude
- Organized and able to manage multiple projects, deadlines, and changing priorities with grace
- Interested in marketing, content, and technology
- Effective written, visual, and oral communicator
- Detail Oriented – thrives in creating process and systems
- Values other perspectives and feedback
- Teachable and coachable (asks great questions)
- Quick (and life-long) learner

PRIMARY RESPONSIBILITIES

- Creates, implements, and schedule projects from content ideation. Examples: Gather, schedule, and request talent/resources for social media content
- Report analytical data on Sundays, weekly, and quarterly for all digital platforms: website, social media, app, YouTube, iTunes, etc.
- Maintain digital platforms accurately; keep the website, link trees, app, and social media bots up-to-date for events and announcements
- Manage the volunteer photography team, campus photographer requests, and editing all photos to match Flatirons style guide and Lightroom presets.
- Manage weekend livestream moderation and platform syndication, ensuring that Flatirons is represented with a high standard of excellence in public forms and that the livestream reaches the maximum number of people
- Maintain healthy relationships with our Contractors and Vendors
- Oversee website updates, keeping campus pages current, uploading weekend content accurately, and updating digital connection forms with staff changes
- Coordinate large marketing campaigns
- Collaborate with campuses, Production and Creative teams to ensure that the Marketing team is supporting all areas well and teams feel empowered, valued, and informed
- Assist in supporting and onboarding online network sties
- Responsible for building YouVersion notes for weekend messages and finding new ways to digitally deliver content
- Responsible for uploading and maintaining content on Pando
- Maintain online store: follow up with customer questions, coordinate with fulfillment, add new products, schedule photo shoots
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Write SEO optimized copy for websites and other marketing efforts

