

# MARKETING & COMMUNICATIONS SPECIALIST

*We are currently conducting a recruitment search to fill the position of Marketing & Communications Specialist for the **Saint Paul Church of Sacramento**. Located in the heart of the historic Sacramento neighborhood of Oak Park, Saint Paul Church has served as a leader and partner in the community for more than 75 years. The 79,000-square-foot worship center is known as a place for spiritual practice and serves as a community meeting place that accommodates numerous trainings, conferences, workshops, and much more.*



## WHAT WE BELIEVE

At St. Paul Baptist Church, we believe that the Bible is from God and that the Bible is true. According to the Bible, the following are affirmations we hold:

### About God

**We believe** that there is only one true and living God without division of nature, essence, or being but who reveals Himself to us in three distinct Persons: Father, Son and Holy Spirit.

**We believe** that God the Father is Father in truth to those who become children of God through faith in Jesus Christ. Jesus Christ is the eternal Son of God who was made provision for the redemption of mankind from sin and will return in power and glory to judge the world and to consummate His redemptive mission. The Holy Spirit is the Spirit of God who exalts Christ, convicts of sin, righteousness and judgment.

### The Authority and Power of the Bible

**We believe** that the Holy Bible was written by men divinely inspired and is the record of God's revelation of Himself to man.

### Salvation

**We believe** salvation involves the redemption of the whole man and is offered freely to all who accept Jesus Christ as Lord and Savior, who by His own blood obtained eternal redemption for the believer.

### About the Church

**We believe** that the church is a local body of baptized believers of the Lord Jesus Christ who are associated by covenant in the faith and fellowship of the gospel, observing the two ordinances of Christ, committed to His teachings, exercising the gifts, rights, and privileges invested in them by His Word, and seeking to extend the gospel to the ends of the earth.

### About Baptism

**We believe** that Christian baptism is the immersion of a believer in water in the name of the Father, the Son, and the Holy Spirit. It is an obedient act symbolizing the believer's faith in a crucified, buried, and risen Savior, the believer's death to sin, the burial of the old life, and the resurrection to walk in newness of life in Christ Jesus.

### About the Lord's Supper

**We believe** the Lord's Supper is an ordinance mandated by Jesus Himself. This solemn act is to be done honestly and repeated in commemoration of Christ's death burial and resurrection. It is a time of introspection and a reminder of the atonement symbolized by the taking of the bread and juice.

### About Ministry

We believe every Christian has been called by God to actively participate in ministry (Matthew 28:19-20 & Acts 1:8).

# POSITION OVERVIEW

The Saint Paul Church of Sacramento is looking for a passionate communications professional to serve as the Marketing and Communications Specialist. This position will work closely with the pastors, church staff and volunteers to create digital and print communications that keep our church and community connected and thriving.

## ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Work with the Pastors to build communication plans for the Saint Paul Church, giving input on what to communicate.
2. Develop and manage content on social media, website, and bi-weekly newsletter to ensure an accurate, creative, and consistent tone, look and delivery.
3. Coordinate with the office staff and ministries to engage various church groups and publicize events.
4. Design and print digital communications including service video announcements, programs, website, email, social media, video, and other documents as needed.
5. Gather and organize updates from staff and ministries to prepare correspondence.
6. Update and oversee the website, create up-to-date content, maintain its photo gallery, upload media, create online forms, and ensure the integrity of the links.
7. Regularly manage and maintain a consistent and engaging social media presence, including Instagram, Facebook, Twitter, LinkedIn and YouTube.
8. Design and send out monthly newsletters to members with relevant news, events, and faith formation opportunities.
9. Work collaboratively with staff and ministers to provide support for stewardship efforts.
10. Proactively work to maintain an effective presence on the web, including accurate, up-to-date content on search engines.
11. Coordinate public relations with organizations outside of Saint Paul Church.
12. Collaborate with Media Team to oversee live stream efforts.
13. Collaborate with the Media Team to improve the live-stream video production.
14. Oversee the production of speaker- events to ensure high quality viewing experience and publish events to the YouTube channel.
15. Produce video content that promotes engagement through the lense of diversity, equity, and inclusion.
16. Coordinate and train volunteers, ministry leads, class facilitators on communication tools and be available to step in yourself as needed, including weekends.
17. Other duties, as required.



## POSITION OVERVIEW (Continued)

### Minimum Qualifications:

1. A clear testimony of faith and a personal and growing relationship with Christ evidenced by attitude and behavior.
2. Strong written and verbal skills.
3. Ability to communicate effectively with a wide range of people of different ages, backgrounds and cultures.
4. Strong graphic design and creative skills.
5. Highly organized and driven, with the ability to manage multiple projects and details without supervision.
6. Driven to explore and apply new/improved ways of marketing and communication.

### Core Competencies Required:

1. **Interpersonal Skills:** Establishes good working relationships with others, uses diplomacy and tact, and is approachable.
2. **Attention to Detail:** Consistently attends to minute details, follow up on missing or out of balance items, keeps the larger picture in mind while tending to the smallest of details.
3. **Integrity and trust:** Is seen as trustworthy by others, keeps confidence, and responds to situations with constancy and reliability.
4. **Spiritual Maturity:** Shows strong spiritual grounding.

## EDUCATION, CERTIFICATIONS & LICENSES

### Education, Training and Experience

- Bachelor's Degree or equivalent focused industry experience in Communications, Marketing and/or Visual Media Communications.
- Three (3) years performing essential job duties in a similar position.
- Database and software experience to include the following applications: Video editing software, CMS and CRM platforms, Microsoft Office Suite, Email marketing tools (Mailchimp), Document publishing software, and social media.
- Requires flexibility for occasional evening and weekend responsibilities to assist with livestreaming or for capturing social media content.

**Note:** Consideration may be given to individuals who possess a combination of education and experience within the above parameters.

### Certificates and Special Requirements

- COVID-19 Vaccine is Required
- Criminal Record Clearance is Required
- Child Abuse Index Clearance is Required
- TB Test Clearance





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## **POSITION STATUS**

Full – Time Exempt

## **REPORTS TO:**

Executive Pastor

## **COMPENSATION PACKAGE**

The Marketing and Communications Specialists will be compensated with:

- Starting salary range of \$65,000.
- Medical, dental and vision coverage.
- Contributions to 403 (b) plan.
- Paid time off which includes vacation, sick leave, health and wellness day and personal day.

## **APPLICATION PROCESS**

To be considered for this position, please submit the following items to:

Attn: Terri Hampton at [Jobs@saintpaulsac.org](mailto:Jobs@saintpaulsac.org)

- Cover letter that explains how you are qualified for the position.
- Christian Experience Essay.
- Curriculum Vitae/Resume.
- List of five (5) references.

*Note: Applicants who fail to provide a complete package may not be considered.*