



Promotional Media Director

JOB DESCRIPTION AND RESPONSIBILITIES

Description:

The Central Promotional Media Director is responsible for overseeing the promotion and public image of The Creek Church by creating, managing, and overseeing promotional media efforts across the church's campuses. The Promotional Media Director will work closely with church leadership, ministries, and volunteers to ensure cohesive messaging and impactful communication that aligns with the church's mission and vision.

Reports To: Central Creative Arts Director

Expectations:

- A Jesus follower
- A culture protector
- A team builder
- A flexible attitude
- A self starter
- A motivator
- A hard worker
- A teachable spirit
- A whatever it takes mentality
- A fun loving person
- A commitment to personal health: spiritual, mental, physical, and relational

Job Responsibilities:

- Research and stay up-to-date with social media trends.
- Review and analyze performance data from social media posts and write regular performance reports.
- Craft weekly emails
- Optimize social media content (youtube titles, thumbnails, etc).
- Assist with mass communication (mass text, weekly email, mailers) when needed.
- Discover new ideas for social media engagement.
- Write captions and schedule social media posts.
- Explore new ways to leverage our services and film content to create engaging media.
- Engage with our followers (reply to comments and direct messages)
- Research and manage advertisements (Billboards, Print, Web, Etc.)

- Produce content to promote/recap ministry events.
- Fill in and assist with other media projects.
- Continuously learn and grow as a student of media, design, and marketing.

OUR CULTURE

“We” Is Greater Than “Me”

God wants to do greater things through us as a staff than he does through us as individuals. We were not meant to follow Jesus alone, and we aren't meant to lead others to follow Jesus alone. We collaborate as a team, and are open-handed with our information and resources. We only succeed individually when we support one another in our collective efforts to create environments that lead others to Jesus.

We Can't Stay Here

God's desire for His church is growth. God's desire for us is the same. For us to be on mission, we should be constantly learning and growing. This applies to us as individuals and to our staff as a whole. We welcome feedback, because we value progress in our jobs, in our personal lives, and in our spiritual lives.