

For more information or to submit a resume, please contact
Kate Akers, Marketing Director
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JOB DESCRIPTION

Marketing Editorial Manager BRENTWOOD BAPTIST CHURCH

Department: Communications
Reports to: Marketing Director
Job Status: Full Time
FLSA Status: Non-Exempt
Effective Date: Immediately

SUMMARY

The Marketing Editorial Manager oversees, writes, and/or edits all content published or promoted through all campuses of Brentwood Baptist Church and its various media and communication outlets.

PRIMARY JOB RESPONSIBILITIES may include but are not limited to the following:

- Deliver well-researched, informative, relevant, creative, and compelling written content for distribution, broadcast, publication, or online posting in a manner that is consistent with the brand, look, feel, and voice of Brentwood Baptist Church in a fast-paced environment.
- Ensure that all promotional and marketing pieces containing written content are grammatically, punctually, and contextually edited, proofed, and formatted to meet standards according to the Chicago Manual of Style, Christian Writer's Manual of Style, Associated Press Handbook, and Brentwood Baptist Church Style Guide.
- Lead in the writing, editing, development, and upkeep of all written material including, but not limited to:
 - Marketing copy
 - Website copy
 - Bulletins (weekly)
 - Weekly email
 - Mass email campaigns
 - Media releases
 - Video scripts
 - Church-wide publications and special projects
 - Social media content
 - All other printed/digital materials
- Provide editorial direction and vision for communications team. Work with Marketing Director, Communications Minister and team to set goals and implement action for this ministry as it relates to the editorial presence of the department.
- Identify, enlist, train, and manage the work of a team of volunteer editors and/or writers for the purpose of maximizing production potential and supporting Brentwood Baptist's value of leadership development.

- Work with the Marketing Director and Associate(s) to ensure all content for regional campuses aligns with Brentwood Baptist editorial standards while remaining true to the voice of each unique campus.
- Represent Brentwood Baptist Church and Christ as an ambassador of His Word and message through actions and attitude.
- Maintain and help to develop Media Contact List as directed.
- Provide editorial support for the Senior Pastor's materials.
- Complete other duties as assigned by supervisor.

OTHER RESPONSIBILITIES may include but are not limited to the following:

- Proactively work with other ministries to write, edit, and refine the messages they want to convey to the church body or target audiences, and create compelling calls-to-action.
- Stay up-to-date on current language trends, and technology and implement as appropriate to this area of ministry.
- Consistently update the Brentwood Baptist Church style guide to keep guidelines up-to-date in relation to current trends.
- Lead editorial and content creation training sessions.
- Attend Marketing team, Communications Ministry, and Brentwood Baptist staff meetings as required.

COMPETENCIES AND TRAITS:

In addition to the specific responsibilities required for this role, Brentwood Baptist Church also seeks candidates that possess some general competencies and behavioral traits that enhance the effectiveness of our staff.

Individual Contribution

- Manages details, tasks and projects efficiently without frequent reminders
- Maximizes time effectively by focusing on "must do" priorities when necessary
- Anticipates/avoids problems or formulates creative solutions
- Makes timely decisions that produce quality outcomes
- Adheres to commitments, schedules and deadlines
- Demonstrates a comprehensive knowledge of issues and topics pertaining to the area of his/her job specialty (for Professional Staff positions only)

Team Contribution

- Demonstrates flexibility, adapts well to changing priorities or situations
- Self-directed and proactive, level of supervision required is appropriate
- Is willing to take on additional responsibilities, helps with a "can-do" attitude
- Collaborates well with others to accomplish group tasks
- Uses written and verbal communication in a way that accomplishes intended results

Self-Development

- Prioritizes and accomplishes self-development goals
- Demonstrates an ongoing commitment to obtaining the KASH necessary to be successful in this role
- Teachable spirit with a desire to learn and grow
- Maintains appropriate gap between the current job description and the employee's current abilities that allows for future growth.

QUALIFICATIONS:

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
 - Strong writing/editing skills (copy and content)
 - Proficiency in Microsoft Office; proficiency in use of design applications, including Adobe Creative Suite's InDesign.
 - Well-organized with attention to detail and processes within a fast-paced environment
 - Ability to multi-task and meet strict deadlines
 - Recruits and manages volunteer teams
 - Has a growing walk with Christ exemplified through actions and attitudes
 - Self-starter
- Due to this role's close integration with the immediate messages and initiatives of Brentwood Baptist Church and its ministries, this position must possess a strong working knowledge of church activities and culture. As such, the candidate must be willing to be a member of Brentwood Baptist Church.

EDUCATION & EXPERIENCE:

- Bachelor degree in Journalism, Communications, or English, and/or:
- Five years' experience with editorial content creation and/or management is required; time in a Christian organization and/or journalism industry is a strong plus.

All campuses function under the governance of Brentwood Baptist Church. Each campus is an established entity operating as a whole and permanent part of the Brentwood Baptist. Each maintains pre-determined alignment characteristics that uphold the Brentwood Baptist "DNA" while also containing some contextualized characteristics to allow it to best reach its target local community. Every staff member is an employee of Brentwood Baptist.

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