

I. Assistant Director of Marketing and Community Impact

Reports to: Vice President of Marketing and Community Impact

A. JOB OVERVIEW

The Ability to Share the Gospel of Jesus Christ with Others

First and foremost this position must be able to effectively minister and communicate to listeners and others in the community the heart of what it means to follow Jesus Christ wholeheartedly. This must come, not simply from head knowledge, but from a vibrant and active daily walk with Jesus Christ as personal Savior.

The position will work under the Vice President of Marketing and Community Impact and will assist in all marketing related needs for Encouragement Media Group which oversees our radio ministries: 89.5 KVNE, Lift Worship, The Well-Bible Teaching station and Fuzión, our Hispanic Christian station as well as Evergreen and ModoVida which are streaming stations. EMG has been in existence since 1983 in East Texas and there are 19 staff members who are very devoted to the mission of the ministry which is: We exist to glorify God by encouraging others, connecting our community and pointing people to Jesus Christ. All staff are faithful to steward and come along side younger/newer staff to train and encourage them in their role. We function as a family of mature believers that is serving God in a biblical manner. Maintaining this culture is important.

This role is responsible for enhancing station image and visibility within the community by helping to develop a comprehensive marketing and promotional strategy. This includes helping to keep our multiple websites updated, our digital billboard up to date with fresh content and loading quality and relevant social media post. In addition, this department is also responsible for all station events and promotions in our community and works closely with our development department and donor events. You will assist in developing key relationships in the East Texas community for promotion of the stations and fundraising efforts. This person will be engaged at local community events and must be able to interact well with the general public, donors and board members. Flexibility is a must as evening and weekend work will periodically be required as we participate in numerous community events. It is important for this person to have an optimistic attitude, be a versatile team player and be a creative self-starter.

B. RESPONSIBILITIES AND DUTIES

1. Community Impact

- Respond promptly to email/calls that request community outreach partnerships
- Meet with VP regularly to make community outreach decisions
- Help to identify key non-profit ministries in the community annually for ministry partnership opportunities
- Build relationships with determined Ministry Partners.

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2. Community Relations

- Assist in coordinating & planning station-sponsored events, station appearances, remote broadcasts, road trips and various stations drives benefiting our ministry partners. IE- Diaper Drives, Fan Drive, Shoe Drive, Valentines etc
- Be creative and help to create new ideas for station promotions and strategize with VP to implement new ideas that make the greatest positive impact on our community
- Responsible for executing events from set up to tear down.
- Organize live remote broadcast stops with businesses
- Ensure that the Promotions Calendar is accurate and up-to-date as set out by the team
- Required to be at all major events to do the following:
 - Set up (table, tent, banners, etc)
 - Run station table at events (which includes interacting with listeners/potential listeners and delegating work to volunteers/staff.)
 - Take pictures/video to ensure station branding is posted on social
- Identify key events in the community to market EMG to listeners and potential listeners (in conjunction with VP)
- Assist in planning and execution of concerts, banquets, volunteer events, artist drop by and pastor appreciation events. Executing these events may include table and chair setup, decorations, etc.

3. Promotional Items

- Design, plan and order creative promotional items (giveaways) needed for events throughout the year
- Manage all aspects of the promotions product inventory while staying in budget

4. Social Media Guru

- Manage EMG Instagram and FB pages
- Execute a strategic plan for creative content including video to drive followers to go deeper by engaging them on our website and ultimately encouraging lifelong listeners and donors
- Creative use of video to promote our brand on social and website including recording and editing video for use on YouTube and other platforms
- Help make sure Facebook fans' comments/questions are answered in a timely fashion
- Assist in the management of our websites and various website pages which includes updating events and keeping the pages fresh and current with latest trends, colors, graphics
- Be forward thinking in ways to capture meaningful moments at all events
- Create enthusiastic video for social and web for concerts we are promoting as well as monthly ministry partner highlights
- Willingness to host radio programs at the discretion of the VP of Programming
- Create and run marketing ad buys on social
- Graphics creation for social media
- Managing our prayer pages on website and help to collect stories from listeners.

C. QUALIFICATIONS

- Bachelor's degree in Marketing, Community Studies or related experience
- Previous experience with marketing, community relations, radio and/or non-profit is beneficial
- A heart for Christian-based ministries or initiatives and a love for people from all walks of life and backgrounds
- Video experience is a plus
- Website management is a plus
- Bi-Lingual is a plus
- A willingness to learn and be a contributor to the team with ideas and execution
- Flexible spirit
- Enthusiastic and optimistic attitude
- Creative Self-starter
- Excellent problem-solving ability
- Forward thinker. Be able to look and plan ahead
- Excellent written, verbal and interpersonal skills
- Time management and flexibility with job duties
- Flexible schedule evenings and weekends
- Versatile team player
- Great organizational skills
- Able to lift 50lbs

The aforementioned statements are not intended to encompass all functions and qualifications of the position; rather, they are intended to provide a general framework of the requirements of the position. Job incumbents may be required to perform tasks not specifically addressed in this job description.

III. Ministry Qualifications

- A born again believer of Jesus Christ with a strong and growing walk with the Lord (Romans 3:23, Romans 6:23, Romans 5:8, Romans 10:13, Romans 10:9-10)
- A heart for service, with Jesus Christ serving as our example (John 13:1-17)
- Committed to uphold and integrate the Encouragement Media Group model of pointing people to Jesus as a core process and belief. This includes communicating the heart of the Gospel while with listeners in person, by phone, social media, letter or other form of communication. (Mark 16:15, Psalm 96:3)
- Willingness and eagerness to pray to God the Father, through His Son Jesus Christ, verbally (out loud) for and with fellow staff members, listeners and people in the community.
- Ability to answer basic questions about the Christian faith and explain to someone how they can become a Christ-follower
- Agreement with and a willingness to hold to the Encouragement Media Group

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Statement of Faith, Statement on Sanctity of Human Life, Statement on Marriage, Gender and Sexuality, Final Authority on Matters of Belief and Conduct, History of Education Radio Foundation of East Texas. All in both belief and practice

- Willing and committed to hold to the policies described in our employee manual
- Willing and able to lead and participate in required staff prayer times and Bible-based devotionals in the context of our beliefs as outlined in our Statement of Faith
- Commitment to be active in a local Bible-believing church, recognizing the importance of such a commitment. (Hebrews 10:25, I Timothy 5:17)

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- **C** = Constantly (At least Daily) **F** = Frequently (At least Weekly) **O** = Occasionally (At least Monthly) **R** = Rarely (Annually)

*Essential Physical Effort / Working Conditions Marked with an asterisk *

Physical Demands:

Vision/Sight/Hearing:

Physical Strength:

Standing*	F	Vision-Far Acuity*	F	Sedentary Work*	C
Walking	F	Vision-Near Acuity*	C	Light Work*	F
Sitting*	C	Vision-Depth Perception*	C	Medium Work	F
Lifting	F	Vision-Peripheral	C	Heavy Work	O
Carrying	F	Color Vision*	C	Very Heavy Work	R
Pushing*	O	Listening*	C	Amount / pounds lifted	50
Pulling*	O	Hearing Acuity	C	Amount / pounds carried	50
Climbing	O	<u>Environmental Conditions:</u>			
Balancing	O	Extreme Cold	O		
Stooping	O	Extreme Heat	O		
Kneeling	O	Temp Changes	O		
Reaching*	O	Humid	O		
Fine-Motor Handling*	C	Noise*	F		
Time-Sensitive Reactions*	C	Vibration	O		
Feeling*	O	Work Alone and Around Others*	F		
Talking*	C	Time-Sensitive Deadlines*	F		
Rep. Motion*	C	<u>Travel Requirements:</u>			
Eye / Hand Coordination*	C	Local day trips	O		
Eye / Foot Coordination	F	Overnight	O		

I understand the requirements of this Marketing Position and am capable of performing these tasks.

Signature: _____ **Date:** _____