

Redwood Gospel Mission
Job Description

Mission Statement: *The Redwood Gospel Mission, in the grace and power of Jesus Christ, mobilizes our community to minister to the needy so that lives are transformed.*

Job Title: Direct Marketing Manager

Ministry: Partner and Community Ministries

Time Commitment: 20-30 hours per week

Qualifications: Direct Marketing Manager must have 1-3 years of experience in Marketing, Social Media Management, Web Development or similar experience. This position requires a highly detailed oriented person who possesses excellent communication skills both verbal and written. Good organizational skills. Proficiency in Social Media (Facebook), HTML, knowledge and experience with Adobe Photoshop, Illustrator, InDesign or other publishing software is desired.

Supervisor: Director of Partner and Community Ministries- Development

Position Summary: The Direct Marketing Manager oversees and plans all communication in partnership with our outside consultant for direct mail, E-communications, website and social media. Ensures communication is consistent with our Mission Statement: "The Redwood Gospel Mission in the grace and power of Jesus Christ, mobilizes our community to minister to the needy, so that lives are transformed."

Duties and Responsibilities:

- A. Work with development team and consultants to develop and maintain annual direct mail and E-communication marketing plan.
- B. Ensure all direct mail and E-communication marketing campaigns are completed as planned. Proofread marketing pieces before final production.
- C. Coordinate with area managers for "Wins", stories of transformations and statistics for direct mail, E-communications, website and social media.
- D. Work with outside consultants for social media correspondence, review and approval of posts. Responsible for providing resources, pictures and additional information for social media posts.
- E. Responsible for updates, maintenance and management of Redwood Gospel Mission's Website. Assure website is accurate and up to date. Respond to online questions and requests daily. Create graphics and images for website.
- F. Create online giving forms for website, mailings and "text to give" events via web giving program.
- G. Maintain archives of past mailings.
- H. Conduct interviews with individuals to be used in various formats including the newsletter, the main website, social media, etc.
- J. Coordinate photography for events to be used in various promotions by taking pictures and coordinating ways that champions can share their pictures as well.