

LOVE  
WHAT  
YOU DO.



## FAITH CHAPEL

MARKETING MANAGER  
JOB PROFILE



**CONNECTED.  
RESULTS-DRIVEN.  
BEST IN CLASS.**



## THE FAITH CHAPEL STORY

Faith Chapel is a non-denominational family that is one church in two locations. Our central campus is in Birmingham, AL—an affordable, family-friendly city that is one of the largest in the state and still expanding. Our second campus location was launched in the fall of 2019 in Columbus, GA—a military town that is the 3rd largest city in GA. At Faith Chapel, the mission and vision is “to grow people up through God’s Word to Reflect Jesus.”

Faith Chapel launched in April 1981 in the 4-room home of its Founding Pastor, Mike Moore. Over several decades, through God’s faithfulness, Pastor Mike developed what began as a small home-based Bible study into a growing congregation of thousands committed to transforming lives and families through its weekly worship services, local outreach, and national television broadcast. In December 2002, Faith Chapel completed construction on its \$16 million, 3,000-seat “WordDome” worship facility, which through God’s help, the church paid for entirely debt free. In 2010, the church completed construction on another of its major building projects—a \$27 million family activity center known as “The Bridge.” Consisting of six interconnected Domes, The Bridge houses many amenities including a 12-lane bowling alley; a Christian teen dance club; a smoke-free and alcohol-free Christian adult event facility; an indoor playground for children; a fitness center complete with strength training equipment, an indoor track, and basketball courts, and a lobby area with a centrally located climbing wall. The vision of The Bridge is to provide a safe place where people of all ages can form life-giving relationships. The facility serves as a strategic tool used by Faith Chapel to “bridge” the gap that exists between those far from God in the community and the local church.

In June 2022, Pastor Mike announced a new season of ministry as he transitioned out of his role as the Senior Pastor of Faith Chapel at the end of 2022. On January 1, 2023, his son, Michael K. Moore assumed the Lead Pastor role. The leadership and members of Faith Chapel have embraced this new beginning and are excited to walk by faith into a fresh vision, knowing that our best days as a church are still ahead!



# FAITH CHAPEL

## CORE VALUES

### + GOD'S WORD

- Behavior: We commit to let God's Word guide our everyday lives

### + PEOPLE

- Behavior: We aim to love people the way God loves people

### + TEAMWORK

- Behavior: We work together to achieve more than we could alone

### + EXECUTION

- Behavior: We get things done with integrity and excellence





## **JOB SUMMARY**

The Marketing Manager will provide marketing and management support to the communications team in the overall department of up to ten people.

## **ESSENTIAL DUTIES & RESPONSIBILITIES**

- + Develop marketing strategies for new products and initiatives
- + Organize promotional events and coordinate day-of deliveries and staffing
- + Manage internal communications, organizational updates, and news announcements
- + Identify potential new markets and create a plan to enter the market
- + Review current marketing campaigns for weaknesses and develop solutions within budget constraints
- + Brainstorm fresh advertising ideas with senior management
- + Assist with departmental workflow for smooth internal operation
- + Help set the digital marketing strategy including Google and TikTok keyword search strategy, increase conversion rates, determine the effectiveness of promotions, and manage key performance indicators
- + Partner with Product Development and Buying teams to estimate product demand
- + Reply to internal customer emails and support management of deadlines
- + Manage internal communications, organizational updates, and news announcements
- + Design and develop marketing collateral, fliers, brochures, and artwork
- + Develop and post content on all social media assets
- + Monitor all marketing requests sent in through the website form and automatically add them to Trello or Monday.com management system
- + Perform website edit requests and build pages with content (Squarespace /Wordpress) and work with website contractor as needed
- + Develop creative briefs or create design assets for online store, marketing, promotions, etc. for both digital and traditional marketing
- + Schedule launch meetings with customers who submit marketing requests
- + Develop, plan, and organize ministry marketing initiatives and communicate those plans with ministry leaders
- + Monitor assigned tasks for all team members following the internal kick-off meetings

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## CANDIDATE PROFILE

- Passionate about the church's mission
  - A strong communicator
  - Has knowledge about marketing principles
  - Ability to analyze data
  - Organized
  - Flexible
  - Committed
- 







## **BIRMINGHAM, ALABAMA**

Birmingham, Alabama is a great Southern metropolitan city that is on the rise. Young professionals are attracted to move here because of an abundance of career opportunities and a low cost of living (we were recently ranked as one of the nation's ten most affordable cities).

The South is synonymous with its food, and Birmingham's robust restaurant scene has plenty of acclaimed restaurants to please any foodie.

A growing tech/entrepreneurship scene is emerging within the city, anchored by Innovation Depot. Locally founded companies like Shipt have experienced rapid success here in recent years.

From local concerts to historic museums to local sports (Birmingham Barons minor league baseball + UAB athletics + The Birmingham Legion professional soccer club) to outdoor food markets, the Magic City is one of the U.S.' most creative, affordable, and lively places to live.

# We love what we do!

*Group ONE39 is a transformational recruiting firm and leadership organization. We transform churches and ministries by delivering best in class talent and we help leaders increase their capacity for growth and reach. We create this transformation through established propriety interviewing systems, assessments, and simple memorable tools to help leaders understand themselves and connect well with others.*

**Our vision is transformation & our mission is**

*Transforming people + organizations*

## Values



### Fun

We will laugh hard & often.



### Generosity

We will give & not take.



### Integrity

We will be the same in public & private.



### Team

We are better together.



### Simple

Complexity is the enemy of growth.