



**Job Description: Marketing and Communications Specialist**

**Reports to: Executive Director**

**Love In the Name of Christ (INC) of Littleton** has served this community since 2008. We are an affiliate of Love INC National which has 110+ locations in 30 states. Love INC's mission is: *To mobilize local churches to transform lives and communities in the Name of Christ. We do this through engaging churches and Christians to serve our community.*

**Job Description:**

The Marketing and Communications Specialist is key to the success of Love INC's ministry. S/he will establish and execute a marketing plan to communicate Love INC's value to churches and the community. S/he will gather stories and photos to use in various formats to engage churches, invite volunteers, and inspire increased support of Love INC. Strong, respectful teamwork with staff and volunteers will be key to his/her success.

**Strategic Initiatives this position supports:**

1. Communicating our mission, vision, and story clearly to expand our reach
2. Deepening church engagement through partnerships, collaborations, and referrals

**Desired outcomes from this role:**

1. Stakeholders understand what Love INC does and how they can get involved
2. Churches understand and value partnership with Love INC, volunteers are drawn to serve at Love INC; donors seek to invest in Love INC
3. Communication is clear and professional, both internally and externally
4. Capacity for ministry is increased by maximizing technology and improving processes

**Processes and tasks that will support these outcomes:**

1. Develop and execute a strong marketing and communication plan, with a focus of 70% internal (volunteers, donors, churches) and 30% external
2. Find and report stories, gather photos and videos, organize and archive for best use
3. Create and follow a calendar of communications for different stakeholders and events.
4. Produce an annual report and 3 annual newsletters (mailed to about 2500), as well as numerous monthly electronic communications
5. Identify and produce collateral and gifts to be used for ministry events and thank you's
6. Recruit and lead a team of volunteers to support specific marketing needs
7. Support Love INC Events with: program content, video and powerpoint production, printed materials, and capture photos and create videos.
8. Manage social media and online presence; update the website to increase traffic
9. Support staff by suggesting new technology to increase efficiency and effectiveness
10. Other duties as assigned, with a focus on seeking continuous improvement

**The ideal candidate:**

- Is a gifted and creative storyteller who can identify themes and build campaigns
- Skilled in graphic design, photography and videography, or can find and lead people who have these skills
- Loves to see God’s work shared in new ways with new people
- Looks for ways to increase efficiencies, maximizing technology and people-power
- Flexible and highly collaborative team player
- Thrives in a fast-paced workplace
- Exercises self-care and soul-care in order to best lead and serve

**Qualifications:**

- A personal relationship with Jesus Christ and belief in the mission of Love INC
- 2-5 Years experience in a marketing role
- High School Diploma; College degree in Marketing or related field preferred
- Team player able to work independently and cooperatively with a variety of people
- Excellent communications skills, both written and verbal
- Proficient with Microsoft Office Suite, Canva and other design programs, experience with Salesforce or another CRM preferred
- Pass a background check, sign a statement of confidentiality, sign a conflict-of-interest statement

**Details about Employment, Salary, and Benefits:**

This is an hourly position for 20-30 hours/week, \$22-\$24/hour DOE.

Some office hours will be expected at 5745 S. Bannock St, Littleton 80120, to maximize team collaboration. Some work can be done remotely, amount to be determined with the supervisor. Benefits include 3 weeks of annual vacation, paid holidays, paid sick leave, and IRA Contribution.

To apply, submit resume and cover letter to Kathryn Roy, [kathryn@loveinlittleton.org](mailto:kathryn@loveinlittleton.org) . This position will remain open until filled.

**Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

HR use only	
Job code	20-30 hours/week
Position title	Marketing and Communications Specialist
Management? (Yes/No)	No
E/NE status	Non-exempt
Last revised	October 1, 2023

