

COMMUNICATIONS & MARKETING ASSOCIATE



The Communication & Marketing Associate will be responsible for implementing the Rebuilt Marketing Plan, which includes fulfilling a wide range of needs, including creating sales funnels; lead magnets; email campaigns; copywriting; driving traffic to webinars; website updates; social media; and general marcomm support. FT position-some weekend hours | Timonium, MD.

MARCOMM Team

The MarComm Team works collaboratively to support the mission and vision of Rebuilt through the creation of professional mission driven communication and marketing collateral.

Must-Haves

1-2 year's experience in digital marketing / digital advertising / communications / email marketing

Desire to learn, grow and reach the "unchurched"

Passion for excellence with digital communication

Ability to make sound, critical decisions in a very fast-paced culture

Proficiency on social media platforms including Facebook, Instagram,

YouTube, and Vimeo

Nice-to-Haves

Proficiency with Hubspot and Kajabi



General Responsibilities

- Execute, monitor, and evaluate the Rebuilt Marketing Plan.
- Build email list, create lead magnets and sales funnels that drive traffic to the website, webinars, small groups, content membership, and coaching.
- Maintain and grow the Rebuilt community within the content, client, and coaching structures [on social media, including the creation of content, monitoring of comments,] and engage with users to create online communities.
- Develop/maintain content calendars for social media.
- Develop/implement a digital media strategy by studying SEO and other indicators to increase traffic to website.
- Uphold Rebuilt branding guidelines to create engaging content for all team members to use.
- Contribute to marketing effectiveness through video, photo, graphic design, and content.
- Commit to ongoing professional and spiritual development.