



SKYLINE
C H U R C H

Helping people find and follow
Jesus seven days a week.

Position: Marketing & Communications Coordinator (Full-Time)

Location: La Mesa, CA

Reports to: Marketing & Communications Director

THE ROLE

The Marketing & Communications Coordinator is a creative, strategic, and highly organized team member who tells the story of what God is doing in and through Skyline Church and strategically markets every ministry. This role takes ministry marketing to the next level: building marketing plans, coordinating campaigns from idea to launch, and helping lead our volunteer Media Dream Team.

This person will have a firm grasp of Skyline Church's beliefs, values, and strategy, and will align with our mission, vision, purpose, core values, and core behaviors (Core Identity). The role is highly relational. The Coordinator works in close collaboration with the other teammates on the Marketing & Communications team, partners with ministry leaders across the church, and connects well with every kind of audience.

Shaped around your strengths. Great coordinators bring different gifts. Beyond the core responsibilities below, this role will grow into one or two specialization areas based on the candidate's experience and passion: Web, Ads & SEO, Strategy & Analytics, or Project & Workflow Management. Tell us where you shine.

RESPONSIBLE FOR:

1. Modeling Biblical Priorities

The Marketing & Communications Coordinator is responsible for upholding Biblical priorities and core values of Skyline Church. They should represent a growing personal relationship with Christ. The Marketing & Communications Coordinator models a strong relationship with his or her spouse (if married) and children (if applicable). The Marketing & Communications Coordinator strives to fulfill his or her purpose while demonstrating integrity in words, relationships, and actions. These objectives are accomplished by:

- Committing to a daily quiet time with God.
- Setting appropriate boundaries to protect character and integrity.
- Developing personal evangelism opportunities with your Oikos outside the church.
- Supporting the ministries of Skyline Church by faithfully giving at least 10% of gross income.
- Adhering to and encompassing the qualities and characteristics required of Skyline Church employees, as defined by the Staff Handbook and Core Identity Book.
- Lead with a servant's heart, demonstrate genuine care and concern while acting with humility and integrity when encouraging the efforts of all team members (1 Peter 5:1-4).



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2. The Nuts and Bolts of the Job

Every Coordinator owns these core responsibilities:

Marketing Strategy & Content

- Strategically build marketing plans and fresh, creative campaigns based on church and ministry initiatives.
- Schedule, organize, and track projects across all ministries so every deadline is met.
- Plan, write, and schedule email, text, app, and social media communications.
- Shape the church app experience, including personalized messaging and push notifications.
- Keep website pages and digital assets up to date and organized.

Content Creation

- Create photography, video, graphics, and design for print, digital, social, and events.
- Plan and lead styled photo and video shoots that bring ministry objectives to life.
- Be the creative visionary behind short-form video (Reels, Stories, Shorts) from Worship Experiences and other ministry events and opportunities.

Writing & Storytelling

- Master Skyline's brand and voice, and help maintain and advance our style guide.
- Write copy in the voice of Skyline, the Lead Pastor, and ministry leaders.
- Pursue and capture life change stories and testimonies.

Event & Campaign Organization

- Drive promotion for major events and sermon series, from planning through launch.
- Manage and audit ministry forms and registrations in Planning Center.
- Partner with ministry leaders and the Marketing & Communications Admin to keep requests moving.

Media Dream Team Leadership

- Assist in leading and developing our volunteer photography Media Dream Team.
- Schedule, onboard, and train Dream Team members.
- Strategically invite new people to serve on the team.
- Help plan and run team gatherings that build community and celebrate wins.



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3. Specialization Areas (experience preferred, not required)

Web, Ads & SEO

- Manage website pages, landing pages, and event registration pages.
- Assist with paid ad campaigns (Meta, Google Ad Grants for nonprofits).
- Improve search visibility (SEO) for the website and ministry pages.

Strategy & Analytics

- Track and report on email, social, and website performance after each campaign.
- Build email automations and audience segments, such as a journey for first-time Guests.

Project & Workflow Management

- Own and improve the ministry request process and Asana automations.
- Help manage event promotion levels.
- Coach ministry leaders on planning ahead and submitting strong requests.
- Collaborate with print shops on production.

QUALIFICATIONS:

- 1 to 3 years of experience in marketing, communications, PR, or a related field.
- A degree in marketing, communications, PR, or a related field is preferred but not required.
- Proficiency in Google Workspace, Mailchimp, Basecamp, Asana, Canva, WordPress, Planning Center, and Adobe products is preferred.
- Solid working knowledge of social media platforms, email marketing, and website management.
- Excellent written and verbal communication skills.
- Strong attention to detail and the ability to manage multiple projects in a fast-paced environment.
- Ability to lead, encourage, and develop a team.
- A team player with a heart for ministry.

HOURS & PAY:

- Full-time, hourly.
- Sunday-Thursdays and select events.

TO APPLY

Please submit resumes to Pastor Jeremy McGill via email: jmcgill@skylinechurch.org.

A portfolio or work samples are welcome but optional.



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