



DO WHAT YOU LOVE.



CITY OF LIFE CHURCH
MARKETING MANAGER
JOB PROFILE



A person with a backpack is walking in a city street. In the background, there is a large bridge structure, possibly the Manhattan Bridge, and tall buildings. The scene is dimly lit, suggesting dusk or dawn.

One.
THIRTY NINE

WE EXIST TO BRING
TRANSFORMATION
TO PEOPLE AND
ORGANIZATIONS
ONE STRONG HIRE
AT A TIME



THE CITY OF LIFE CHURCH STORY

We began with 30 people in 1986, founded and led by Doctors Gary and Janis Smith. Under their vision and leadership, what started in a small building with a handful of people expanded over the course of twenty-five years into a multicultural, vibrant, multi-thousand-member church. In the midst of a period of explosive growth and spiritual revival in 2009, Drs. Gary & Janis were led by God to transition the senior leadership of the church to their son and daughter-in-law, Jeffrey and Amy Smith.

Pastors Jeffrey & Amy are leading City of Life into its fourth decade with a passion for building the church, reaching the lost, and making the hope of Jesus known.

CITY OF LIFE CHURCH VISION & MISSION

VISION: To make the hope of Jesus known by building a large, Christ-centered, multicultural, multigenerational church, transforming culture through creativity and empowering ordinary people to lead others and live dynamically for the cause of God's kingdom.

MISSION: To be a family growing in the love of Jesus, cultivating a community of creativity, purpose, and passion, fostering a culture of generosity, and building a city where hope thrives.

CORE VALUES

- **Authority of Scripture** – We believe the Bible is God’s Word, fully accurate, authoritative, and applicable to every area of life.
- **God’s Nature** – We believe in one eternal God, Creator of all things, who exists in three Persons: Father, Son, and Holy Spirit, and is both completely holy and wholly loving.
- **Human Condition** – We believe sin separates us from God and His purpose for our lives.
- **Salvation through Jesus Christ** – We believe that Jesus Christ, fully God and fully man, is the only one who reconciles us to God through His sinless life, sacrificial death, and resurrection.
- **Response to God** – We believe that forgiveness and new life come through repentance, faith in Jesus Christ, and submission to His will.
- **Empowerment by the Holy Spirit** – We believe in baptism in water and being filled with the Holy Spirit, who empowers us for holy, fruitful living and the use of spiritual gifts.
- **Community and Fellowship** – We believe in the importance of the Church and that believers should meet regularly for fellowship, prayer, and communion.
- **Purpose and Service** – We believe God equips each of us to worship Him, serve in the Church, and impact our communities according to His calling.
- **Healing and Transformation** – We believe God desires to heal and transform us so we can live healthy, blessed lives and serve others effectively.
- **Eternal Destiny** – We believe that our eternal destiny is determined by our response to Jesus Christ.
- **Christ’s Return** – We believe that Jesus Christ will return as He promised, bringing hope and fulfillment to God’s plan.

JOB SUMMARY

The Marketing Manager ensures clarity, consistency, and excellence across all marketing channels, with a focus on strategic campaigns, outreach initiatives, and event promotion. This role combines creative vision, project management, and cross-functional collaboration to drive brand awareness and engagement.

PERSONAL PROFILE

- **Proactive Leadership & Creative Vision** – This role requires someone who can provide proactive leadership and creative vision for all marketing initiatives.
- **Strong Organizational & Project Management Skills** – The candidate must be highly organized with the ability to manage multiple projects and timelines simultaneously, ensuring deadlines are met and workflows are clear.
- **Excellent Communication & Collaboration** – The individual needs strong communication skills overall, including excellent written communication and copywriting abilities, and must be effective at collaborating with and leading cross-functional creative teams.
- **Attention to Detail & Quality** – A strong attention to detail is essential to maintain high standards of quality across all digital, print, and promotional materials.



ESSENTIAL DUTIES & RESPONSIBILITIES

1. Creative Planning & Systems Management

- Oversee the content and design calendars for marketing initiatives.
- Manage centralized systems for project requests and workload prioritization.
- Collaborate with production or creative leads to approve priorities and ensure deadlines are met.
- Maintain clear workflows and communication across design and marketing teams.

2. Digital & Social Media Strategy

- Own the high-level social media content calendar, aligning posts with campaigns, events, and organizational initiatives.
- Provide strategic guidance to social media managers or coordinators, without requiring day-to-day posting responsibilities.
- Ensure messaging, tone, and branding are consistent across digital platforms.

3. Print & Promotional Materials

- Coordinate the production of print materials such as brochures, mailers, and promotional items.
- Manage vendor relationships and oversee production timelines.
- Ensure all materials are accurate, on-brand, and delivered on schedule.

4. Website & Digital Platforms

- Oversee content updates on websites, apps, or other digital platforms.
- Ensure information is accurate, current, and consistent with campaigns.
- Edit copy and upload graphics, requesting creative assets as needed.

ESSENTIAL DUTIES & RESPONSIBILITIES

5. Campaign & Project Management

- Develop and execute marketing campaigns for major initiatives, seasonal events, and community outreach.
- Lead concept development, copywriting, and asset coordination for both print and digital campaigns.
- Collaborate with internal teams or external vendors to execute campaigns efficiently.
- Oversee project timelines, deliverables, and post-campaign analysis.

6. Video & Multimedia Projects

- Lead creative development for promotional or outreach-focused video projects.
- Develop concepts, scripts, and production plans.
- Collaborate with production teams to execute and distribute content across channels.

7. Communication & Collaboration

- Serve as a central point of coordination across marketing and creative teams.
- Maintain strong communication with leadership, project managers, designers, and content creators.
- Ensure marketing efforts align with overall organizational goals and messaging.



QUALIFICATIONS & EXPERIENCE

- Proven experience in marketing strategy, campaign development, and creative oversight.
- Strong organizational and project management skills, with the ability to manage multiple projects simultaneously.
- Excellent written communication and copywriting abilities.
- Experience leading or collaborating with cross-functional creative teams.
- Proficiency with digital platforms, content management systems, and marketing workflows.
- Strong attention to detail and ability to maintain high standards of quality.

WORK ENVIRONMENT

- Full-time, office-based role (flexible arrangements may vary by organization).
- Fast-paced, collaborative, and mission-driven environment.
- Requires proactive leadership, creative vision, and excellent communication skills.





KISSIMMEE, FL

Our church is located in the vibrant Kissimmee–St. Cloud area of Central Florida. A community full of diversity, growth, and opportunity. Nestled near the natural beauty of lakes, parks, and scenic neighborhoods, the region offers a unique blend of small-town charm and access to the excitement of nearby Orlando. It's a welcoming, family-oriented area where people from all walks of life come together to create a rich cultural and spiritual community. With a strong sense of connection and plenty of opportunities for outreach and ministry, this region is an ideal place to live, serve, and make a lasting impact. Plus, we're just a short 25-minute drive from Disney World!

WHO WE ARE

We are bold. We are diverse. We are the catalyst for transformational change by connecting dynamic leaders, driven by a unique calling, equipping & empowering them to create exponential impact.

OUR WHY

We exist to bring transformation to people and organizations, ONE strong hire at a time.

OUR VALUES

EXPERTLY SKILLED
WILDLY EFFECTIVE
AUDACIOUSLY INNOVATIVE
BOLDLY AUTHENTIC
PASSIONATELY TRANSFORMATIONAL
UNUSUALLY GENEROUS

