



Director of Marketing and Communications

About burlpres

Founded in 1926, [burlpres](#) (First Presbyterian Church of Burlingame) is a Christ-centered, Bible-based Presbyterian church that loves God and people everywhere. We are a member of The Presbytery of San Francisco, which has over 50 churches across the San Francisco Bay Area. Our mission is to connect people with God, build relationships, and together serve the community and the world.

Objectives of this role

We're seeking a faith-based, brand ambassador and functional leader to lead church marketing, communications, and digital initiatives. Our ideal candidate will shine in a deadline-driven environment that requires strong interpersonal skills, positive energy, and a spirit of making the right things happen. You'll report to our lead pastor and be empowered to prioritize projects and make key decisions aligned with our strategic mission and annual goals. You will work closely with pastors, staff, program directors, and volunteers.

Responsibilities

- Act as the brand ambassador for the church, providing guidance to other staff and volunteers.
- Be a welcoming face to church members, visitors, and act as spokesperson for local media.
- Recruit volunteer support from church membership; train, encourage, and build teamwork.
- Partner with external vendors including tech experts, social media content providers, freelancers, marketing vendors.
- Develop and execute overall marketing and communications strategy with focus on building attendance and engagement.
- Manage the budget and create a spending plan to achieve goals.
- Track key performance indicators (i.e., web visits, social media engagement, attendance (online and in person) and share across teams to progress toward goals.
- Create website content, email newsletters, flyers, print ads, Google/FB ads, brochures, social media, podcasts, videos, etc.
- Plan, develop, collaborate, and execute community events as well as internal church meetings and activities.
- Manage church social media and email communications across multiple opt-in subscriptions.
- Manage software including Planning Center and Church Center applications for church directory, small group membership, event checkins (online and onsite), online giving, etc.

Required skills and qualifications

- Bachelor degree in marketing, communications or related field.
- Strong communications, marketing, and brand-building skills.
- 3+ years in marketing communications (ideally church-related).
- Collaborative project management working with both professionals and volunteers.
- Knowledge of, and comfort learning, digital tools such as social media, CRM, CMS, email marketing, graphic design, Zoom, etc.
- Ability to work onsite in Burlingame most of the time

Preferred skills and qualifications

We value communications skills and the ability to thrive in a Christian environment. In addition, the ideal candidate will be:

- Strategic—big Picture conceptual thinker (branding, messaging, mission, etc.) as well as hands-on execution.
- Digital—familiarity with cloud-based systems and relevant technology applications in general.

- Creative—bringing passion to your work and finding creative ways to problem solve.
 - Embracing—willing to make a positive difference and earn the trust of colleagues and our members.
 - Intuitive—possessing the ability to think a step ahead and anticipate issues.
 - Confident—friendly, professional, and poised, whether you're brainstorming with a team, leading meetings, or communicating decisions and outcomes.
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To Apply: please contact snawrocki@burlpres.org