

JOB

DESCRIPTION

JOB TITLE: Marketing Specialist

LOCATION: Troy, MI or Hybrid if applicable

REPORTS TO: Director of Sales & Customer Support

ABOUT PORTABLE CHURCH INDUSTRIES

At PCI, we help churches launch and grow by providing innovative portable solutions. We're passionate about helping churches thrive — and we're looking for a Marketing Specialist who shares that passion and wants to make an impact.

ABOUT THE ROLE

The Marketing Specialist supports the execution of Portable Church Industries marketing initiatives by coordinating projects, managing marketing systems, creating and distributing content, and ensuring marketing activities align with the company's growth objectives. This role serves the key administrative and operational resource for the marketing team, helping keep projects organized, on schedule and effectively executed.

WHAT YOU'LL DO

- Partner with leadership on growth objectives.
- Assist with the development of annual marketing strategies and priorities.
- Manage vendor relationships, web development relationships, and marketing processes.
- Measure and report Key Performance Indicators.
- Manage Content Strategy-oversee social media, blogs, resources, videos, email newsletters, podcasts, and educational content.
- Assist with website content updates and optimization efforts.
- Ensure brand standards and messaging are consistent across all communications.
- Oversee digital marketing, email marketing, social media, content, website strategy, and SEO.
- Additional responsibilities as assigned by supervisor.

WHAT WE'RE LOOKING FOR

- 4+ years of experience in Marketing Coordination, Communication or related field.
- Ability to manage multiple projects and deadlines simultaneously.
- Excellent written and verbal communication abilities.
- Passionate about serving churches and helping them achieve their mission.

PREFERRED QUALIFICATIONS

- Experience with Salesforce, social media platforms and content management systems.
- Ability to work independently while collaborating effectively with cross-functional teams.
- Proficiency with Microsoft Office Suite and Google Analytics.
- Bonus points if you have knowledge of PCI's products or the portable church industry (or are eager to learn!).

WHY JOIN PCI?

- Be part of a purpose-driven company making a real difference.
- Work with a collaborative and supportive team.
- Opportunities to learn and grow in a supportive setting.
- Competitive pay and benefits package.
- The satisfaction of helping churches reach their communities every day.

SALARY RANGE

The expected compensation range for this position is \$62,000 to \$72,000, based on candidates, experience, and training.