Title: Marketing Director
Schedule: Regular, Full-time
Department: Communications & Innovation
FLSA: Exempt
Reports to: Vice President of Communications & Innovation and the Executive Director-feedONE

Ministry Function:
The Director of Marketing will lend his or her creative and strategic abilities in designing, implementing and facilitating all aspects of Convoy of Hope's marketing plan, including the feedONE initiative. He or she will understand the kinds of methods and technologies that can best be used to share the organizational mission and expand its footprint in the marketplace. The Director of Marketing supports the ministry of Convoy of Hope by collaborating on strategic marketing execution, viral content creation, social media campaign development, real time interaction, analytic reporting, email strategy, advertising and marketing brand-voice management.

Essential Duties and Responsibilities:

- Demonstrates independent decision-making ability by providing leadership and oversight of assigned projects, ensuring deadlines are met and collaborating on creative and functional tasks with appropriate team members and clients.
- Assists team leaders with all marketing phases of projects including: strategy, concepts, presentation, production and delivery.
- Serves as a project leader on a variety of projects.
- Create and monitor the implementation of the email strategy for Convoy of Hope and feedONE initiative including content creation, social advocate recruiting, data analysis and internal reporting.
- Increase branding opportunities for Convoy of Hope and feedONE through collaborative partnerships.
- Research like-minded organizations and monitor trends to maintain current marketing needs.
- Monitor, review and report on marketing results.
- Spearhead promotional events for Convoy of Hope and feedONE campaigns and conduct follow-up.
- Establish promotional merchandise and tools for specific Convoy of Hope and feedONE events.
- Represents feedONE at conferences and churches through speaking engagements and booth displays.
- Assist in the writing of creative communications content when required.
- Assist in creative digital media creation when required.
- Assist in creative design creation when required.
- Other departmental duties as assigned.

Required Knowledge, Skills, and Abilities:

- Bachelor's degree in marketing, communications, public relations or related field required.
- Social Media Certification preferred
- 2+ years experience in marketing, advertising, communications or related field required
- Ability to work under tight deadlines, multi-task, be highly organized, prioritize projects and work within a team and independently.
- Strong Interpersonal Communication skills – both verbally and in writing.
- The ability to collaborate with various types of people and develop a positive work environment.
- Serve as an advocate for the ministry, striving to nurture, broaden and develop financial and other resource opportunities to support and expand organizational and program ministry.
- As a Christian organization, Convoy of Hope believes it is critical that each staff member embraces the organization's religious purposes for which it exists and not only agrees with its Statement of Faith, but demonstrates it in their lives on an ongoing basis.
- Ability to positively represent the ministry of Convoy of Hope, including its mission statement and core values, to all outside constituencies.

Supervisory Responsibilities:

This position has supervisory responsibilities.

Created | Revised : 6/5/13 | 6/10/13 | 3/6/14 | 9/4/14 | 12/1/16 | 2/28/2017