

Ministry Description



Title: Senior Director - Marketing
Department: Communications & Marketing
Reports to: Chief Communications Officer

Schedule: Regular, full-time
FLSA: Exempt

Ministry Function:

The Senior Director - Marketing supports the ministry of Convoy of Hope's Communications & Marketing team. They will work with the organization to establish and execute strategic marketing initiatives on high-level fundraising projects, initiatives, and campaigns. The Senior Director - Marketing will be a team player that is highly self-motivated and ready to creatively contribute to all aspects of the Communications & Marketing efforts.

Essential Duties and Responsibilities:

1. Creates, implements, and oversees the strategic growth plan for Convoy of Hope Marketing.
2. Collaborates on the creation of the promotional and marketing strategy for each development channel, including but not limited to church, corporate, campus, and mass.
3. Educates staff members on best practices for donor and relationship growth.
4. Builds relationships with traditional and non-traditional sectors that could strengthen the Convoy's position in the marketplace.
5. Develops and oversees events that increase the Convoy's presence and brand.
6. Implements and manages integrated marketing activities to attract and acquire new constituents to Convoy through creative projects, initiatives, and campaigns, to drive revenue to the organization.
7. Serves as a resource for all marketing creation and management.
8. Skilled in all forms of digital marketing.
9. As needed, will nurture relationships with existing church, corporate, and campus donors and creates new relationships resulting in continued financial growth for Convoy of Hope.
10. As needed, will represent the organization at churches, corporates, campuses, conferences, and other gatherings challenging people to join Convoy of Hope's movement of compassion to bring physical and spiritual help to the poor and suffering.
11. Manages according to established Convoy policies and procedures and holds self and staff accountable to them. Continuously finds processes that create improved efficiency while maintaining conformance to approved policies.
12. Plans and designs the operational budget, and is responsible to know and stay within established budget, holding self and staff accountable to it.
13. All other duties as assigned.

Required Knowledge, Skills & Abilities:

- Bachelor's degree in marketing, communications, public relations or equivalent relevant experience in a related field preferred; high school or equivalent required.
- 10+ years' experience in marketing, advertising, communications, fundraising, or related field required.
- Working knowledge of back-end technologies, including CMS, CRM, peer-to-peer, and email management.
- 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. Has 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 may have supervisory responsibilities.

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