



MINISTRY DESCRIPTION

Title: Vice President - Marketing

Division: Communications & Marketing

Working Group: Marketing

Reports to: Chief Communications Officer/Senior Vice President

Schedule: Regular, full-time

FLSA: Exempt

Ministry Function:

The Vice President of Marketing, in collaboration with the Chief Communications Officer (CCO), will lend his or her creative and strategic abilities in designing, implementing, and facilitating all aspects of Convoy of Hope's marketing plan. 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 Vice President of Marketing supports the ministry of Convoy of Hope by working directly with the CCO on strategic marketing execution, viral content creation, social media campaign development, real-time interaction, analytic reporting, email strategy, advertising, and marketing brand-voice management, as well as assisting the COO with facilitation of the day-to-day Division functions.

Essential Duties & Responsibilities:

1. Develops strategy and provides leadership of the design and implementation of Convoy of Hope's marketing plan.
2. Manages the daily activity and operations of the CCO's office, which includes managing the CCO's correspondence, helping prioritize and assure deadlines are met, coordinating meetings between team members, and providing the CCO with regular updates on Division activities.
3. Provides leadership and oversight of projects assigned by the CCO, facilitating and collaborating with team members on creative and functional tasks and ensuring deadlines are met.
4. Assists working team leaders with all marketing phases of projects, including strategy, concepts, presentation, production, and delivery.
5. Creates and monitors the implementation of the email strategy for Convoy of Hope, including content creation, social advocate recruiting, data analysis, and internal reporting.
6. Increases branding opportunities for Convoy of Hope through collaborative partnerships, both internal and external.
7. Researches like-minded organizations and monitors trends to maintain current marketing needs.
8. Monitors, reviews, and reports on marketing results.
9. Spearheads promotional events for Convoy of Hope campaigns and conduct follow up.
10. Establishes promotional merchandise and tools for specific Convoy of Hope events.
11. Other divisional duties as assigned.

Required Knowledge, Skills & Abilities:

1. Bachelor's degree in marketing, communications, public relations, or equivalent relevant experience is required.
2. 10+ years' experience in marketing, communications, or development experience is required.

3. Ability and willingness to travel internationally and domestically, often on short notice, is required.
4. Excellent written and verbal communication skills.
5. Strong interpersonal communication skills with effective collaboration abilities and the desire to develop a positive work environment.
6. 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.
7. Ability to positively represent the ministry of Convoy of Hope, including its mission statement and core values, to all outside constituencies.
8. 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.

Supervisory Responsibilities:

This position will supervise staff assigned by the CCO.

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