

MARKETING DIRECTOR

Job Status: Regular Full-time, Exempt

POSITION DESCRIPTION

We are looking for a creative, hard-working marketing professional. The Director of Marketing will be responsible for all of the Marketing and Communications for RISE Ministries. They will coordinate with the Creative Team to oversee all marketing strategy, digital media, content creation, execution, and growth objectives across all digital platforms.

CORE COMPETENCIES

- Proven track record of getting the best work from internal or external creative partners and managing creative development, from briefing through execution
- Effective communication that is adaptive to all situations and fosters internal and external relationships
- Exceptional organizational skills, who is detail-oriented, the ability to multi-task and thrive in a fast paced environment.
- Strong understanding of social media trends and best practices for growth and digital community development
- Servant heart and attitude, serving as a team player and ready to help where needed
- Work independently with little supervision and in a team environment
- Ability to analyze and revise operating practices to improve efficiency
- Bachelor's degree preferred
- 3+ years marketing experience preferred

PRIMARY RESPONSIBILITIES

- Work with our Creative Director to produce and publish all of our digital content.
- Manage overall Marketing Budget
- Oversee all content to ensure brand consistency and accuracy
- Plan and manage Marketing Calendar
- Plan and manage with Creative Team all marketing campaigns and promotions by managing and planning assets, communication and strategy
- Plan and manage all Web content and user experience
- Work with Creative Team to plan promotion of events and content during events
- Manage giveaways and contests
- Grow the brand through all of our digital campaigns and overall marketing strategy and goals
- Manage Digital Community
- Digital Marketing & Consumer Research
 - Develop digital marketing concepts and create social focused advertising campaigns
 - Continuously research the target demographic making suggestions for strategies to increase engagement
 - Stay up on social media trends and relevant/effective advertising concepts
 - Implement, measure, and prepare reports for online advertising strategies



OTHER KEY REQUIREMENTS

- A follower of Jesus, mission and values
- Be a model of Christian integrity, diligence in work and persistence in pursuing and exceeding objectives
- Follow all policies and procedures outlined in the RISE employee manual
- Proven people leadership experience
- Effective track record of leveraging marketing assets to drive business results strongly preferred
- Strong written and verbal communication skills
- Ability to take initiative, start and execute on your ideas
- Detail oriented
- Strong problem-solving skills
- Proficient at all Google Suite products
- Basic understanding of html preferred
- Travel as needed (5-15%)
- Assist and perform any and all other duties as assigned