

## Job Description

**Job Title:** Marketing Director  
**Department:** Marketing  
**Reports To:** COO & Chief Strategist

**Supervises:** Marketing Efforts: *Life Changers International Church, Valeo Academy & Gregory Dickow Ministries*

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### Position Purpose:

The Marketing Director is responsible for creating innovative marketing strategies that will build our brand, leading to increased awareness, fundraising revenue, relevance and respect among our target audience. S/he will execute success in traditional and innovative campaigns across the broad spectrum of today's marketing channels. S/he will lead with strategic, creative and financial acumen as well as a strong business intellect to take our organization to the next level.

### Essential Duties:

- Facilitate growth, sales, and marketing strategies, driving digital marketing, social media campaigns, cross-marketing initiatives, on-line campaigns, e-mail and e-commerce
- Increase revenue generation.
- Reduce costs.
- Perform risk mitigation.
- Prepare overall marketing strategy.
- Develop programs with quantifiable objectives to measure results.
- Implement and manage marketing budget.
- Leverage data and analytics to drive insights.
- Modify or redirect business intelligence strategy.
- Oversee and direct the efforts of marketing
- Develop segmentation, competitive analysis/market intelligence, prospecting, lead generation, product and market development, pricing, promotions, communications and budgets, sales force effectiveness, strategic planning, services units and revenue retention and growth.
- Oversee the development of new products.
- Develop and measure key metrics around the business including user acquisition, conversion rates, engagement rates, satisfaction and renewal rates.

### Knowledge, Skills and Abilities:

- Demonstrated performance in organizational strategic goal-setting and planning.
- Demonstrated leadership and vision in managing major projects or initiatives – preferably church and ministry related.
- Excellent communication skills both oral and written.
- Excellent computer skills and proficient in Excel, Word, Outlook, Power Point, Visio and Smartsheet or other project management software.
- Knowledge of Microsoft Office and desktop publishing programs, Adobe Creative Suite programs, and an understanding of social media platforms.
- High comfort level working in a dynamic and diverse high-tempo environment.
- Deal with people in a manner which shows sensitivity, tact, and professionalism.

### Requirements:

- Bachelors' degree required.
- 3-5 years of well-rounded marketing / business development experience in positions of increasing responsibility, with a focus on marketing expansion and identifying emerging market trends.
- Demonstrated successful experience with Social Media campaigns (independent, and coordinated)
- Experience building brand awareness and support internally
- Marketing and promotion experience within a religious or non-for profit environment preferred.