

Director of Marketing/Projects

Description/Purpose

The Director of Marketing/Projects will work with department heads, team leads, staff, vendors, and volunteers to execute large-scale and small-scale fundraising campaigns and events, plan and execute all CPC-related communication initiatives that will generate revenue and build overall community support, and specialize in the planning, management, and execution of marketing campaign projects to help fulfill CPC's mission of saving lives, sparing hearts, and furthering the gospel of Jesus Christ in South Hampton Roads.

Responsibilities

The successful candidate will:

- Work with leadership to create a strategic marketing strategy and map out the tasks needed to implement that strategy.
- Collaborate with subject matter experts and graphic designers to create marketing, campaign, and advertising content.
- Create and manage a content calendar and schedule deadlines.
- Determine marketing campaign budgets.
- Maintain an up-to-date understanding of CPC, its services, and its patients to implement effective marketing campaigns.
- Manage and supervise marketing and campaign projects from beginning to end.
- Oversee, manage, and provide leadership and direction to help the ministry accomplish its mission, purpose, and goals.
- Oversee, manage, direct, and develop/equip any assigned staff.
- Function as an active team member and provide support as needed.
- Maintain and increase revenue through the timely and thorough execution of existing revenue-generating campaigns.
- Develop initiatives to increase revenue through new revenue-generating campaigns.
- Monitor trends in marketing and fundraising campaigns and respond appropriately.
- Provide timely reporting of any issues or problems with any campaign/event to leadership as needed.
- Provide support and assistance with planning, promoting, and implementing campaigns and prioritized activities.
- Participate in organization-wide planning and development activities as needed.
- Work with vendors, service providers, and volunteers as needed.
- Document and keep detailed records of each department/division process.
- Create backup, contingency, and redundancy plans for all department/division processes.
- Perform other duties as assigned, dependent on organizational needs and employee skills.

Qualifications

Spiritual/Personal

The successful candidate will:

- Have a personal, vital, and growing relationship with Jesus Christ and exhibit a Christ-centered life.
- Be an active and committed part of a local ministry body.
- Be in complete agreement with CPC's doctrinal and mission statement.
- Be self-motivated and well-ordered in his/her personal life.
- Have a warm, gentle, and hospitable spirit for the family of CPC.
- Embrace CPC's values and the behaviors that support those values.

Professional

The successful candidate will:

- Have experience with project management theory and best practices.
- Demonstrate excellent organizational, prioritization, and decision-making skills.
- Possess strong analytical skills.
- Demonstrate good communication, interpersonal, and leadership skills.
- Demonstrate the ability to establish and maintain effective relationships and partnerships with key stakeholders.
- Exhibit strong internal and external relationship building skills.
- Demonstrate the ability to manage and lead a diverse team of personnel.
- Demonstrate the ability to manage multiple projects, priorities, and deadlines simultaneously.
- Have the ability to excel in a fast-paced, changing, and challenging environment.
- Be proficient in Microsoft Office products.

Education/Experience

The successful candidate will:

- Possess at least a BS/BA (or equivalent experience) in business, management, marketing, or a related field.
- Have a minimum of two (2) years of demonstrated management and/or leadership experience.

Schedule

The Director of Marketing/Projects is a full-time position. The position may be approved for remote working opportunities contingent upon the demonstrated responsibility of the employee and the needs of the ministry. The Director of Marketing/Projects will be expected to be available during normal office hours each weekday, but some nights and weekends may be required.

Compensation and Review

Compensation consists of a competitive salary dependent on the qualifications and experience of the successful candidate. Benefits may include:

- Health insurance
- Dental insurance
- Various Aflac plans
- Paid time off (holiday, vacation, and sick leave)
- 403(b) Retirement Plan

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