



Announcement of Position Opening

Church Extension Financial and Missional Resources of the Christian Church (Disciples of Christ)



DIRECTOR OF MARKETING

Summary:

To provide strategic leadership in the marketing efforts of Disciples Church Extension Fund (DCEF) and Hope Partnership in ways that reflect the ministries' strategic plans, goals, core values, vision, and mission.

Essential Duties and Responsibilities:

- Strategist who sets the tone for the efforts of the Marketing Team as it works with internal and external customers whether via web, print, or oral presentations
- Displays a change agent mentality and serves as a key influencer for leadership
- Works with the Marketing Team to develop the annual strategic plan
- Develops the marketing automation strategy and sees to its consistent implementation
- Proactively engages in market research for current trends and how to adjust marketing strategy for implementation in order to meet the demands of the changing market
- Works closely with the Development Team to accomplish corporate communication
- Helps develop key messaging for ministry and can augment writing projects to assist as needed
- Works with various staff teams to identify proactive marketing solutions that meet ministry goals and objectives and works with partners to utilize their feedback
- Creates ecumenical partner toolkit of templates to assist their marketing efforts
- Develops, proposes and reviews all budgetary items related to marketing efforts
- Provides day-to-day oversight and supervision for Assistant Director of Marketing
- Assists with internal communications and handles crisis communications to ensure business continuity

Qualifications:

- Broad understanding of not-for-profit or church public relations, marketing, and communications environment
- Seven to ten years of experience in marketing/communications strategic development, oversight and management, including online and electronic communications/marketing, as well as leading marketing project teams or in the management of people
- Demonstrated ability to translate organizational goals into focused department actions/marketing programs
- Excellent listening, written and oral communication skills
- Creative writing skills and experience
- Strong skills and two to five years of experience in creative direction of projects, event planning, and presentations
- Multi-cultural awareness and sensitivity
- Demonstrated understanding of and/or experience with the unique requirements of the marketing needs of a financial development institution
- Adept at identifying root cause of issues/obstacles and developing and implementing appropriate resolutions
- Ability to serve as a brand ambassador and champion/spokesperson for DCEF and Hope Partnership at various internal and external events

Educational Requirements and/or Experience:

- Bachelor's degree in marketing, communications or related field required
- Master's degree or equivalent experience is preferred

Competitive salary and full benefits offered.

For more information or to apply, please send cover letter and resume by December 27, 2017 to:

**Ellen L. Mitchell
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