

Marketing Director Job Description

Reports To: Team Leader or designee.

Overview

The Marketing Director is responsible for providing direction, guidance and leadership to the OneKingdom Marketing Team's two branches: Content Creation and Digital Engagement. He or she will consider and understand the aspects of a Media to Disciple Making Movements (MTM) end-to-end strategy. Responsibilities include assisting MTM coalitions in Europe through the development and coordination of coaching/training, resource-sharing, and a range of services designed to increase the effectiveness of their overall marketing strategies.

A commitment of one year from the date of hire is preferred. An evaluation will be conducted after three months where either party can determine whether or not the role is a good fit.

Responsibilities and Duties

The Marketing Director will work with the OneKingdom team and MTM Core teams in our network by carrying out the following responsibilities and duties:

- 1. Provide pre and post launch coaching for teams implementing a MTM strategy in Europe.**
- 2. Oversee the Content Creation Team in the following areas:**
 - a. Create FOR**

The Content Creation team can take ideas, scripts, themes and create original content that can be used by teams. This content may be made available to other teams in the EuroHub.
 - b. Create WITH**

The Content Creation team will assist field teams in the areas where they need it the most. Field teams will drive the creative process and the content creation team will support them in achieving their goals.
 - c. Teach Skills**

The Content Creation team will teach field teams skills, tools, etc necessary to design and output original, contextualized content.
- 3. Lead the Digital Engagement team in the following areas:**
 - a. Post and Schedule Content on Social Media Platforms
 - b. Manage Ad Campaigns
 - c. Produce Quarterly Marketing Reports
 - d. Offer Ongoing Marketing Support
 - e. Social Media Platform Optimization
 - f. Social Media Platform Integration

g. Gathering / Sharing Stories

4. Oversee OneKingdom's own communications and marketing plan in the following ways:

- a. Manage Facebook/Instagram Pages
- b. MailChimp Campaigns
- c. Annual Report
- d. Special Events (#GivingTuesday, etc)
- e. General development plan

General Skills

The Marketing Director will be proficient in and help create systems around the following:

- 1. Identifying and Refining Personas**
- 2. Developing Relevant Messaging**
- 3. Creating Content Campaigns**
- 4. Posting Content and Ad Creation**
- 5. Evaluating and Modifying Ads**
- 6. Evaluating Seeker Progress:** Determine if content and ads are helping to identify true seekers or potential persons of peace. Are contacts becoming disciples who go on to make disciples? What changes need to be made if they are not?
- 7. Expand Into Additional Social Media Platforms:** Exploring ways to utilize other platforms and integrating follow-up (CRM) tools into these platforms will be essential.

Qualifications

Must be a mature disciple of Christ with a desire to make disciples. A college degree is preferred but not required and technical skills are also desirable. An effective Marketing Director:

- has a strong understanding of relevant social media platforms used by the targeted audience
- has a willingness to learn new platforms as technology changes
- has ability to troubleshoot and creatively overcome technical obstacles
- is excellent in oral and written communications skills
- demonstrates strong teamwork and collaborative abilities
- is a self-starter with the ability to work autonomously while meeting stated objectives

General Sign-off: I have read and understand this explanation and job description and accept the responsibilities as outlined.

Signature: _____ Date: