



## 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
- Identifies, strategizes and develops opportunities that position DCEF and Hope Partnership as thought leaders
- Works with the Marketing Team to develop the annual strategic plan
- Serves as primary ghostwriter for ministry executives
- 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
- Familiarity with the Christian Church (Disciples of Christ) a plus

**Competitive salary (non-profit sector) and full benefits offered.**

**For more information or to apply, please send cover letter and resume by July 25, 2018 to:**

**Ellen L. Mitchell**  
**COO and Corporate Secretary**  
**Church Extension Financial and Missional Resources**  
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