

## **Marketing Director**

**Reports To: Chief Operating Officer (COO)**

### **Job Overview**

The Marketing Director directs and coordinates the planning, implementing and evaluating the overall marketing and communications efforts of Hume Lake Christian Camps. The Marketing Director oversees all social media strategy, web presence, public relations, promotion, advertising, and media relations.

### **Responsibilities and Duties**

Act as the primary strategist for marketing and communications efforts for Hume Lake Christian Camps.

- Work with leadership team to identify priorities and set direction for communications efforts on behalf of Hume Lake Christian Camps.
- Take the lead in social media and website strategy development and implementation, assist with content.
- Collaborate across departmental lines as needed to produce the best possible communications vehicles (distribution methods), content and communications support our missional priorities.
- Work closely with Leadership Team and capitalize on global resources, including grants, training, etc.
- Provide media training to leadership to enhance their ability to manage and relate to local, statewide and national media.
- Take the lead in crisis communications situations, working with the Executive Director and Leadership Team to relate and manage the media.
- Develop and coordinate in-house communications.
- Develop and implement budgets.
- Maintain the public relations function of the organization.
- To the extent possible, the marketing communications department is a service agency to Hume Lake Christian Camps working on marketing communications projects to further the priorities of all internal departments.
- Develop and/or oversee the preparation and distribution of news releases to promote camps, events and activities, and publicize special announcements to help conferences achieve its priorities. Plan and facilitate press conferences when appropriate.
- Accountable as executive producer for all conference marketing and communications activities.
- Responsible for the overall successful implementation of plans and strategies carried out by marketing and communications team.
- Provide assistance and counsel to departmental staff as needed, as is appropriate for job descriptions and assignments.
- Set the example for an environment of creativity, innovation and problem solving.

Provide innovative consultation on the best marketing and communications practices.

- Expertise on best modes of delivery.
- Expertise on content development.
- Experience in multi-versioning material for different delivery platforms.
- Readiness to learn, keeping current of marketing and communication developments, and providing leadership on marketing communications.
- Collaborate with the marketing and communications team to meet the growing demands of Hume Lake Christian Camp.
- Set high standards of production practices and quality.

Media support

- Ability to create content suitable for the social media and Hume Lake Christian Camp's website.
- Some ability to create other graphics in support of the team.
- Maintain and uphold brand standards for Hume Lake Christian Camp

Event set-up and support

- Represent communications in various settings to provide counsel and advice on the development of program, processes and events.
- Oversee and work with staff in the production preparation for conference and serve as executive producer
- Assign and help produce social media campaigns as needed for specific events.
- Be accountable and responsive to customer service needs, including providing advice to individual groups and or churches on the use of communications in all of its various forms, including planning for communications.

Provide support for staff

- Work effectively with peer staff.
- Willingness to fill in for team members when necessary.
- Understand web content manager and provide leadership.
- Cover events and/or travel to locations to cover stories.
- Provide training opportunities to direct reports to enhance their spiritual formation and skill sets needed to do their work.

Quality assurance

- Collaborate on proofing and quality assurance, adhere to brand standards.
- Know how to use the Adobe software suite (Photoshop, InDesign, Illustrator, etc.)
- Edit published materials to ensure that they conform to a high standard of grammar and presentation.
- Edit marketing materials and newsletters produced by other departments to ensure brand standards, grammar and style guidelines are maintained.
- Other duties as assigned

### **Minimum Qualifications**

The Marketing Director must exhibit evidence of developed vocational identity through:

1. Minimum of 5 years in marketing, journalism, public relations, mass media field required
2. Bachelor's degree in marketing or related field required
3. Management experience required

### **General Qualifications**

- Evidenced commitment to the Christian faith and a desire to share the knowledge of Jesus Christ
- Ability to conduct Marketing activities with a biblical perspective
- Commitment to excellence and attention to detail
- Able to agree with our Statement of Belief and abide by our Standard of Conduct
- Willingness to adjust hours to accommodate the needs of the job
- Must be a spiritual leader and team player; self-motivated and able to make sound decisions