



## **MARKETING DIRECTOR**

### **Job Description**

*Drafted February 2016*

Objective: Responsible for planning, development and implementation of the CYMT's external and internal marketing strategies, marketing communications, and public relations activities. Oversees development and implementation of support materials and services for CYMT regions in the area of marketing, communications and public relations.

Relationships: The Marketing Director reports to the Executive Director and serves as a member of the Leadership Team helping the Board of Directors in charting the direction of the CYMT and collaborates with them on projects.

Hours/Compensation: Full-time or Part-Time (30 hours per week)/based on experience

### Responsibilities:

- To develop and recommend an annual marketing plan in consultation with the Leadership Team including objectives and specific activities to accomplish CYMT's goals including:
  - Objectives to enhance public awareness in each of our regions and areas of ministry
  - Objectives to support CYMT's recruiting of Partner Churches and Residents
  - Objectives to enhance CYMT's relationship with donors and investors
  - Objectives to support CYMT's resource and events
- Ensure articulation of CYMT's desired internal and external image
- Develops and implements communications and media strategies that successfully deliver information and key messages to the public.
  - To oversee all print and electronic marketing media including CYMT owned websites.
  - To manage CYMT social media channels including creating interactive opportunities with staff, residents, and larger youth ministry community
- To develop and manage the marketing budget
- Makes presentations to the Board on Marketing and Communications strategies and activities.
- Ensures that all CYMT employees are stimulated, motivated and guided to contribute fully to the realization of the marketing plan.
- Manages the use of external resources as they pertain to the marketing and communications function (e.g. advertising agency, printers, web designer, etc.)

- Responsible for editorial direction, design, production and distribution of all CYMT publications.
- Conducts relevant market research, coordinate and oversee this activity. Monitor trends.
- Leads projects as assigned, such as cause-related marketing and special events.

Requirements:

University graduate in business, marketing, communications or an equivalent combination of education, training and expertise. Experience must include strategic planning, communication management, and marketing.

Skills:

Individual must be a strong communicator, have excellent written, presentation, oral communications and interpersonal skills. Individual must possess strong leadership skills, be able to motivate and influence others. Individual must be able to think creatively and strategically, have excellent judgment and be able to work in a changing environment.

Individual must be proficient in Microsoft Office (Outlook, Word, Excel, and Power Point), Keynote, Word Press, Adobe Creative Suit (Photoshop and InDesign), and Social Media web platforms.