



## **JOB POSTING NOTICE**

### **Director Communications and Marketing**

**Department:** Resource Partners

**Supervisor:** VP Resource Partners

**Full-time:** Exempt

**Closing Date:** Open Until Filled

#### **SUMMARY:**

Provide strategic direction, oversight and leadership in the areas of communications, marketing and public relations in support of the ministry of Partners International

#### **ESSENTIAL DUTIES/RESPONSIBILITIES:**

- Manages relational marketing initiatives/strategies
- Assures the smooth integration of acquisition and retention efforts in support of organizational objectives.
- Explores and tests new donor acquisition strategies and evaluates effectiveness.
- Leads Web marketing activity
- Accountable for departmental budget, and strategic plans and growth initiative projections.
- Leads the team that writes and edits content for Partners International publications.
- Manages market research efforts that will enhance the effectiveness of PI's marketing programs.
- Identifies Key Result Areas
- Develops plans and measurements to accomplish department goals and objectives.

#### **PREFERRED QUALIFICATIONS:**

Leading candidates will have demonstrated achievement in developing and implementing a cohesive and integrated marketing and communications strategy in a complex organization which resulted in measurable impact. They will have broad experience in strategic marketing, communication planning.

- A Christian willing to subscribe to Partners International's Statement of Faith, and a belief in the mission of Partners International.
- BA in Marketing/Business or related field.
- Proven experience (at least 5 years) in the communications, marketing, advertising, sales or direct response fund development in a nonprofit or for-profit context.
- At least 3 years management experience, supervising staff.
- Comfortable with operating cross-culturally
- Familiarity and experience with multiple marketing channels.
- Proficient computer skills and familiarity with desktop publishing software.
- Excellent written/ verbal/analytical skills.
- Ability to coordinate several projects simultaneously, while prioritizing as needed.
- A team player with a servant attitude.

The statements on this job posting are intended to describe the general nature and level of work being performed by incumbents. Incumbents may perform other duties as assigned.