



Position Description

Position Title: Director of Marketing
Reports To: Chief Operating Officer
Hours/Location: Part-Time, 12 - 16 hours per week, Fully Remote

SUMMARY

The Marketing Director provides leadership for the development and execution of Legacy Coalition's marketing strategy and efforts to drive brand growth, customer engagement, and revenue generation. This role works directly with Marketing and Graphics services providers to create, implement and coordinate comprehensive marketing plans that align our business and ministry objectives with market trends.

QUALIFICATIONS/REQUIREMENT

- Marketing Leadership experience with a complex organization, ideally in a nonprofit with multiple programs.
- Demonstrated understanding of current marketing channels and trends.
- Strong analytical, strategic thinking, communication and presentation skills.
- Personal qualities of integrity, credibility, and commitment to the mission and ministry.

ESSENTIAL JOB DUTIES

- Develop, execute and manage strategic marketing initiatives across multiple programs and various channels, including digital, print, and social media.
- Lead and coordinate a diverse team, including Marketing and Graphics services providers, to ensure cohesive messaging and alignment with overall business goals.
- Analyze and understand market trends, consumer behavior, and competitive landscape to identify opportunities and refine marketing strategies.
- Develop and manage the marketing budget, optimizing resource allocation, and measuring the effectiveness of marketing campaigns to ensure a strong return on investment.
- Oversee brand management to maintain and enhance brand reputation and positioning in the market.

GENERAL REQUIREMENTS FOR ALL POSITIONS

- A Christian, willing to sign the Legacy Coalition Statement of Faith.
- Preferably a grandparent, or soon to be one
- Able to work in a virtual environment and participate in meetings via telephone or Internet technology platform (currently ZOOM).
- Retired or working part-time.