**JOB DESCRIPTION: VP for Marketing & Communications**

**Primary Purpose:** To develop and implement comprehensive internal and external marketing and communications programs that increase awareness and support of Connie Maxwell Children’s Ministries (CMCM) across all stakeholder groups, as well as promoting and protecting the Connie Maxwell Brand. This position plays a vital role in communicating the ministry of the programs of CMCM to further the vision, mission, and values of the organization.

This position is located in Greenwood, SC; however, open to being remote with a couple days per week working on-site in Greenwood.

**Essential Functions:**

- Oversee the development, management, and content of CMCM marketing and communications to include but not limited to: writing, graphic design, social media, newsletters, brochures, printed magazines, video/audio products, websites, media and public relations, podcasts, and other related online and print communications platforms, to ensure timely and effective content is disseminated to various audiences
- Hands-on expertise and leadership in the development of content to include written, verbal, and graphic design
- Supervise, direct, lead, and mentor the Marketing & Communications Department team to ensure quality work and department growth
- Develop PR strategy for CMCM strategic plan – utilize best pictures, people, feelings, etc. in all communications in order to help achieve strategic plan
- Responsible for targeted messaging to internal and external constituents
- Present creative and innovative ideas for results-oriented strategic communications projects, campaigns, and activities aligned with CMCM vision, mission, and values
- Oversees CMCM branding to ensure uniform and consistent look to all things involving brand and logo
- Build and sustain strategic relationships with media, ministry partners, staff, volunteers, board members, influencers, and others to strengthen the work of CMCM
- Establish and manage vendor relationships and/or contract workers who will assist CMCM Marketing & Communications Department reach annual goals and increase brand awareness
- Track and report on analytics for organization’s emails, websites, social media, and other marketing strategies
- To be an active participant in the Executive Council through being present, engaged, actively solving opportunities within the Marketing & Communications Department’s scope and control, and supporting CMCM strategies to meet the needs of children and families served
- Represent CMCM at special functions
- Support CMCM vision, mission, and values
- Work towards achieving yearly “Gold Star” list
- Other duties as assigned by Supervisor
**Additional Responsibilities:**

- Attend professional development trainings and conferences as recommended by Supervisor
- Lead the organization to handle crisis communication with excellence through the use of best practices
- Evaluate and remain current on marketing strategies

**Qualifications:**

- Bachelor’s degree from an accredited college in Marketing, Communications, Graphics, Journalism, or related field
- Minimum 5 years of communications experience, ideally in a non-profit entity dealing with a variety of constituents, and covering areas such as website content, print and digital media, and donor communications
- Proven experience in designing, writing, executing and managing the development and distribution of all print and electronic content including but not limited to: social media, newsletters, brochures, printed magazines, video/audio products, websites, media and public relations, and other related online and print communications
- Experience with leading and supervising staff, and managing vendor relationships
- High level knowledge of marketing and communication strategies and tools
- Skilled in production and editing of publications (magazines, periodicals, websites, blogs, online publications, etc.)
- Knowledge of Non-Profit organizations and how they operate
- Knowledge of Budget Planning and process
- Proven Project Management and Supervisory skills
- Ability to improve processes and get things done in efficient manner
- Knowledge of Southern Baptist churches and culture
- Superior communication and organizational skills
- Ability to keep absolute and complete confidentiality of sensitive information

**Personal Characteristics Needed:**

- Christian character expressed in a commitment to serve as a positive role model
- Energetic and enthusiastic in your work, strives to reach your ultimate potential, and create an eternal impact and legacy for children and families in Jesus’ name
- A sense of mission and passion in serving children and families
- Lives out CMCM’s Core Values
- Ability to improve the quality of work and ministry through Communication, Collaboration, Continuity, and Cooperation with others

**Work Conditions:**

- Involves walking, sitting, and standing for extended periods of time
- Dexterity of hand and fingers to operate a computer keyboard, mouse, and to handle other computer components
- Ability to lift up to 25 pounds on a regular basis

Revised 5/2022