

Water Street Mission Job Description  
**Director of Marketing**

**Job Summary:** As a highly trusted ministry brand in Central PA, Water Street Mission is seeking a Director of Marketing to help guide and support Advancement Team efforts to:

- **Inspire generosity and help individual, church, educational, and business partners experience the joy of stewardship**
- **Educate our community about poverty especially individuals experiencing homelessness**
- **Reinforce ministry ideals of dignity, hope, healing and restoration as modeled by Christ**

Candidates for this position should be highly experienced professionals with at least 7 years of proven success using integrated marketing communication strategies to achieve organizational objectives. They also need to have demonstrated effectiveness leading high performing internal teams and managing external vendors. Superb communication and leadership skills are a must, as is the ability to simultaneously manage a substantial number of short- and long-term projects and objectives.

This position is expected to play a leading role in guiding and managing Water Street's overarching marketing and communications strategy, so candidates must demonstrate the ability to map out plans, gain alignment from Leadership Team, and direct successful execution.

Water Street is looking for an experienced professional who is passionate about delivering compelling stories and messages across integrated channels to engage target audiences, develop new relationships, and enhance and honor the experience of all partners and constituents.

**FLSA:** Exempt

**All Water Street Mission staff must be:**

1. Willing to sign the WSM Statement of Faith
2. A current and active member and/or regular attendee of a local church.
3. Able to fully support the WSM core values and ministry philosophy.

**Supervised by:** VP, Advancement

**Supervises:** Content Developer, Web and Graphic Designer, Business Ambassador, MidLevel Donor Manager, Interns (seasonal, as needed)

**Essential Functions:**

1. As member of Advancement Leadership Team (VP, Director Advancement Operations, Volunteer Coordinator), establish, meet, (exceed!) cultural and partnership goals (time, treasure and talent) of Advancement team
2. Develop, execute and improve marketing and communication strategy that meets or exceeds goals for brand experience and financial partnership in partnership with VP of Advancement
  - Manage all elements of an integrated messaging and media program (annual calendar), creating an individualized approach to proactively deepening partnership across all partner segments through creation of cultivation, acquisition, newsletters, prayer calendars, annual reports, receipts, welcome kits, etc.
  - Manage Integrated Digital, Print, and PR/Media Communications in a way that brings dignity to our guests while reducing costs and maximizing revenue across all partner segments, including external vendors when needed.
  - Manage vendor and agency relationships (including video, radio, photography, billboard, etc) ensuring content is consistent with the WSM story and brand

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3. Partner with VP of Advancement to improve strategy and create all supporting materials needed for Major (>\$5,000), Midlevel (\$1,000 - \$5,000) and Planned Giving programs.
4. Partner with Volunteer Coordinator, Business Ambassador, and Church Ambassador to develop and implement print and digital strategies that deepen recurring partnership through gifts of time, treasure and talent.
5. Work with local media to provide proactive and responsive PR that supports all communication, including media buys with external vendors when needed.
6. Manage the marketing budget to maximize financial and other partnership through strategic investment of resources
7. Partner with VP Advancement and Director of Advancement Operations to provide creative print and digital support for internal and external events including Top Chefs, Drive Away Hunger, Reverberate, Compelled, Is. 61, Fall Food Drive, etc.
8. Develop and foster strategic relationships with other organizations to fulfill our core value of partnership with the community while creating win/win relationships that advance the Kingdom of God and meet organizational goals.
9. Provide Communication and promotional support for other departments according to priorities established by WSM's Leadership Team.
10. Develop the working knowledge necessary to use donor management software (Raisers Edge) and project management software (MarkoDojo).

### **KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS**

- Demonstrated ability to think strategically about department and individual revenue lines
- Demonstrated ability to provide outstanding customer service
- Ability to motivate and equip a high performing team of marketing professionals
- Visionary/creative thinker
- Demonstrate a passion for connecting with supporters of Water Street Mission
- Outstanding verbal, written and interpersonal communication skills
- Excellent organizational and process management skills
- Desire to work collaboratively
- Experience working with a CSM and CRM Database Software and Project Management Software
- Proficient with Word, PowerPoint and Excel
- Ability to work independently and manage time effectively
- Demonstrated ability to make good decisions independently.

### **MINIMUM QUALIFICATIONS & EXPERIENCE**

#### **The ideal Partner Relations Team Member will possess:**

- Motivation to see the lives of hurting men, women, and children restored
- Possess a Bachelor's degree in marketing, communications, or related area; Masters preferred
- 7+ years of related work experience in Marketing, Fund Raising, PR/media relations. Non-profit experience not required.
- Experience managing vendor relationships
- Proven success leading high performing teams towards vision and outcomes
- Experience maintaining and growing relationships with individuals and groups
- Person of integrity who can present strong character and employment references

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. While performing the essential functions of this job the employee is regularly required to stand, walk, or sit and use hands to finger, handle, or feel, and is occasionally required to lift and/or move up to 35 pounds. May require occasional weekend or evening availability.

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***Christian Life:*** As an employee of Water Street Mission you are an important member of a Christian Missionary organization. All staff members are Christian missionaries and are required from time to time to participate in chapel services, outreach ministries, or counseling sessions. Because of the nature of these types of ministries it is an absolute necessity that you possess and maintain a testimony or lifestyle that is above reproach. What you do on your own time may seriously affect your ability to perform these types of ministries, which are an important part of your job.

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