

JOB TITLE: Director Integrated Marketing	FLSA STATUS: Exempt
EFFECTIVE DATE: June 2019	REPORTS TO: CEO and Vice President of Philanthropy/Marketing.

POSITION SUMMARY: The Integrated Marketing Director is responsible for strategically planning, implementing, and integrating the organization's multi-channel fundraising, communication and branding plan across various media channels. Involved in enlightening potential and existing ministry partners in the Missions' work which will attract their attention and promote their involvement resulting in transformed lives.

ESSENTIAL FUNCTIONS:

- Leads by example in promoting a biblical model that is representative of URM's Christian cultural values: having a humble heart attitude; having a common sense about people treating them with kindness and truth; and zealous in achieving work objectives without any personal agenda.
- Leads the Marketing Department staff by exemplifying Christian character and conduct in all interactions and decisions with Union Rescue Mission staff, guests, volunteers, contract partners, and leadership. Encourage direct reports to attend staff chapel and staff bible studies as appropriate with work schedule and deadlines.
- Develop annually a mass direct market fundraising strategic plan in conjunction with the CEO and VP Philanthropy/Marketing. This includes direct postage mail campaigns and direct digital campaigns using email, social media, and the organization's website. Manage these activities within predetermined budgets. Secure new and/or enhance existing marketing partnerships with contract agencies as primary contact lead.
- Responsible for integrating the organization's brand and messaging across all communication channels and internal organizational departments. This includes collateral materials used by development officers, program officers, GIK Department, and Volunteer Department. Prepare promotional materials for URM fundraising events.
- Responsible for on time, on strategy, and accurate execution of all direct mail campaigns. Such campaigns include cultivation, acquisition, appeals, newsletters, and in-house mailings. Work with contract partners on creative design and content messaging.
- Directing and providing strategic vision for the organization's digital marketing efforts. This includes supervision of website design, content and donation processing effectiveness. Supervise social media platforms such as LinkedIn, Twitter, Facebook, YouTube, Instagram and others. Work with contract partners on creative design and content messaging.
- Ensure established key marketing goals are met.
- Attend and contribute to quarterly strategic planning meetings and bi-weekly creative meetings with partner agencies.
- Travel as needed.
- Other duties as assigned.

SUPERVISORY DUTIES:

- Effectively lead, motivate, and supervise staff.

EXPERIENCE, EDUCATION AND LICENSURES:

- Bachelor's degree in Marketing, Communication or other related field preferred.
- Must have minimum of 5 years direct marketing experience.
- Prior non-profit experience is a plus.

KNOWLEDGE, SKILLS AND ABILITIES:

- Must have working knowledge of Microsoft office.
- Must have proven strategic leadership including mentoring/supervising volunteers and/or staff.
- Must have excellent communications skills – verbal, written and oral.
- Must be analytically minded, specifically comfortable with data, response metrics and trends.
- Must possess the ability to manage partner agency relationships, especially sensitive issues and effectively problem solve.
- Ability to build strong working relationships with others to include internal and external parties.
- Must have the ability to multi-task in a high volume environment.
- Ability to organize workload and work independently.

PHYSICAL DEMANDS: In general, the following physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to allow differently-abled individuals to perform the essential functions of the job.

- Manual dexterity required for occasional reaching and lifting of small objects, and operating office equipment.
- Must be able to lift at least 30lbs.

WORK ENVIRONMENT: In general, the following conditions of the work environment are representative of those that an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to allow differently-abled individuals to perform the essential functions of the job within the environment.

- The office is clean, orderly, properly lighted and ventilated.
- Noise levels are considered low to moderate.

Employee (print) _____

Employee (signature) _____ Date: _____

Supervisor or HR: _____ Date: _____