

## **Marketing Director** Christ In Youth

**Purpose:** To lead the CIY marketing team based in the North America office in the pursuit of creating fresh marketing content, engaging campaigns, and extensive strategies that appeal to the youth ministry professional culture.

**Missional Alignment:** Existing to serve local churches in the United States and Europe, this leader will have an extensive awareness of youth leader needs and possess the gumption it takes to call them to action.

**Reports to:** VP, Story

### **Core Tasks**

1. Lead implementation of marketing strategy by working closely with CIY brand directors, ensuring high levels of communication and accountability.
2. Work directly with key CIY creators to generate ideas and produce content.
3. Lead regular meetings with marketing team to analyze progress and resolve problems.
4. Work with CIY's in-house content team to create industry-leading print, video, and interactive marketing experiences.
5. Steward the consistency of CIY branding across all platforms.
6. Invest in the culture of innovation and inclusion on the marketing team.
5. This position demands someone who desires to invest at least 3 years of his or her life into this ministry.

### **Benefits**

As outlined in the Policy Manual and Contract.

### **Cultural Expectations**

In order to honor Christ in our work and ministry culture, we commit ourselves to live by the values listed below. We unite in all of these things to amplify the call of Christ in a student's life to be a Kingdom worker. We will work together daily to cultivate a healthy environment, founded upon biblical standards from which creativity and excellence flow. By signing below, we agree to be held accountable to live by these standards.

1. I will set an example of TRUTH by being honest in word and deed.
2. I will carry a spirit of LOVE towards all staff, our families, the local church, and the people with whom I interact.
3. I will have the heart of a SERVANT to the CIY family, to my local church, and to the world around me.
4. I will promote UNITY and make every effort to live in peace with all people.
5. I will be a good STEWARD of people, time, finances, and resources.
6. I will reflect EXCELLENCE in my work ethic, and seek to continually improve the efficiency and effectiveness of events, trips, and resources.
7. I will continually PRAY for my team, leaders, and endeavors.
8. I will contribute to an environment that is FUN and creative.
9. I will speak the truth in love and will maintain a POSITIVE ATTITUDE while dealing with difficult circumstances or people.

I recognize that by adhering to the above values, the decisions we make will positively impact **Christ's Kingdom, Student Ministry, our Programs, our Customers** and the organization of **Christ In Youth**

### **Qualifications**

1. Must be committed to the mission of Christ In Youth.
2. Must be a servant leader who works best while collaborating under pressure.
3. Excellent storyteller with a passion for design and fun ideas.
4. An extrovert with an eye for details.
5. Bachelor's degree in marketing, communications, advertising, or related field preferred but not required.
6. Successful track record of leading teams and projects, 3-5 years of communications-related leadership experience required.
7. Proven track record of managing budgets required.
8. Expertise in the latest trends in social media, digital and content marketing required.
9. Proficient with HTML, content management systems, and design software preferred but not required.
10. Preference will be given to bi-lingual candidates.
11. Must live in submission to CIY's Culture Statement (see Cultural Expectations).

### **Time**

1. 40 hours/week
2. Up to eighty (80) days of travel per year expected
3. Salary-exempt position
4. Office hours of 8am – 5pm are expected. (one hour lunch break)