

1. **Job Title:** Marketing Director
2. **Effective:** April 2016
3. **Division:** Life Action
4. **Reports to:** Director of Communications

5. **Summary of Responsibilities:**

5.1. The Marketing Director is responsible for developing and implementing marketing and awareness campaigns for the Life Action division which includes the Life Action Camp, Local Church Events, Products & Resources, and more. The individual will work alongside the Life Action Ministries communications team plan and execute the marketing strategy.

6. **Marketing Responsibilities:**

- 6.1. Strategize and develop a 12 & 24 month marketing plan for the Life Action division.
- 6.2. Determine and develop various digital and print resources to be used in marketing including videos, web pages, brochures, flyers, marketing emails, social media ads, and more.
- 6.3. Develop marketing campaigns to promote the local church events offered by the Life Action.
- 6.4. Work alongside the Life Action Camp to develop marketing campaigns that promote Family Camps, Momentum men's retreats, Quest father-son retreats, and other camp events.
- 6.5. Develop promotional campaigns to increase the sales and distribution of Life Action products and resources.
- 6.6. Work alongside the creative team to develop campaign slogans, messaging, imagery and other media elements to aid in marketing and awareness campaigns.
- 6.7. Develop a Life Action division marketing calendar.
- 6.8. Contribute content as needed in both the print and digital media worlds.
- 6.9. Serve on the creative team to help brainstorm and produce various media projects.

7. **Requirements / Qualifications**

- 7.1. Spiritually mature believer and able to agree with Life Action's Statement of Faith.
- 7.2. A passion for Life Action's mission.
- 7.3. Self-motivated and disciplined work habits.
- 7.4. A degree and or experience in marketing.

JOB DESCRIPTION

7.5. Helpful qualities for this position include being a promoter, creative, flexible, ability to plan, deadline-oriented, the ability to write promotional content, and a team player.

7.6. Performance Measures

7.6.1. Effectiveness of marketing campaigns to accomplish the end goal.

7.6.2. Ability to develop and execute a marketing strategy on time.

7.6.3. Ability to work with a team.

7.6.4. The ability to achieve the above job description.