



# National **Benevolent** Association of the Christian Church (Disciples of Christ)

## **JOB DESCRIPTION**

### **Director of Marketing**

**Title:** Director of Marketing  
**Start Date:** March 1, 2025  
**Hours:** Full Time  
**Reports to:** Vice President of Development & Marketing

#### **POSITION SUMMARY:**

The Director of Marketing will establish and implement a comprehensive and effective marketing and communications effort for the NBA, including research, planning and implementation at a variety of levels and in a variety of markets. The Director of Marketing must possess the ability to think strategically and act tactically to develop, analyze, manage and execute all marketing and communication functions of the NBA, keeping in priority the NBA's covenant relationship as a general ministry organization for the Christian Church (Disciples of Christ). The Director of Marketing will be expected to develop and implement effective strategies appropriate for all of our primary audiences. These strategies will include, but not be limited to, all media and venues such as digital, print, electronic, special events and others with the stated goals of building brand recognition and increasing program engagement and development support for the organization. The Director of Marketing will report to the Vice President of Development and Marketing. The scope of work for this position includes leading and working in a manner that promotes NBA's core values including the values of belonging, equity, inclusion and diversity.

#### **Essential Duties and Responsibilities:**

##### ***Strategic Planning and Implementation***

- In partnership with the NBA Vice President of Development and Marketing, determine strategy and key goals; develop a comprehensive and integrated plan for marketing of the NBA mission and ministries.
- Develop and implement applications of the marketing and communication plan for all mission initiatives.
- Create innovative strategies and campaigns that inspire engagement opportunities and assist in fundraising efforts working across the NBA and with mission partners, including individuals and organizations with whom we partner.

### ***Management and Administration***

- Communicate and work with the NBA Executive Leadership Team, our primary mission partners (including nonprofit organizations and special projects with whom we partner), active and prospective NBA donors, and a diversity of Christian Church (Disciples of Christ)-related organizations and ministries.
- Provide leadership to and coordinate between NBA staff to ensure that marketing and communication efforts are coordinated, consistent, and appropriate.
- Research, analyze, and prepare reports and performance metrics.
- Establish and enforce policies to ensure a clear, consistent, and powerful message.
- Serve as liaison to NBA consultants and help select future vendors for marketing projects.
- Oversee the marketing, communications and advertising budgets.
- Areas of responsibility include but are not limited to NBA's: social media accounts, digital/email marketing, websites, photo/video, support direct mail/fundraising appeals, support program communications. In addition, other duties as assigned.

### ***Creative Development and Direction***

- Refine and enhance brand identities.
- Develop and implement campaigns to promote brand recognition and to increase engagement with NBA's mission and ministries.
- Write and develop NBA communication pieces to ensure that the NBA's organizational voice is consistent and used appropriately and effectively with our primary audiences.
- Identify opportunities and partnerships that will enhance NBA's brand and programs.

### ***Knowledge Management***

- Maintain a central digital repository for marketing information ensuring all team members know where to access files.
- Develop standard operating procedures and guidelines for key marketing activities like campaign development, content creation, analytics reporting, etc. to codify NBA's institutional knowledge.
- After a major marketing effort, do a retrospective on what went well and what can be improved. Document the learnings and review prior to the next project.
- Ensure that reusable templates for presentations, email campaigns, and social media are designed for all staff to use.
- Facilitate ways for insights and information to be shared across all staff.

### **Required Skills/Abilities**

- Strong organizational skills and exceptional attention to detail with the ability to work independently without close oversight, take initiative, and contribute ideas for enhancing performance.
- Excellent verbal and written communication skills.
- Ability to create a variety of materials for marketing purposes.
- Ability to work in collaboration with a core NBA Development and Marketing team.
- Self-directed and goal-oriented, as informed by organizational needs and mission.
- Ability to prioritize and multi-task multiple deadlines and schedules.
- Excellent time management skills with a proven ability to meet deadlines.
- An optimistic outlook and the humor, integrity and patience necessary to work within a transformative environment.
- Ability to teach in public settings – both in-person and virtually – for learning related to marketing practices and activities for nonprofits.
- Ability to function well in a high-paced and at times stressful environment.
- Knowledge of, and commitment to, the mission, values, and goals of the NBA
- Knowledge and understanding of the Christian Church (Disciples of Christ) denomination and the covenantal relationship with the NBA.

### **Education/Experience**

- Minimum of five years of communication and/or marketing experience with an organizational brand; (Note: a writing sample, portfolio, and/or project assignments may be requested throughout the application process.)
- Bachelor's Degree preferred, and/or equivalent relevant professional experience required.

### **Supervisory Responsibilities:**

- Oversee the daily workflow of the marketing staff of the NBA Development and Marketing team (e.g., Senior Marketing Associate), providing constructive and timely employee performance reviews, and managing the work and assignments of additional contract consultants (e.g., project-based).

### **Work Environment**

- This position is remote. You will need a dedicated space for your office.
- Extensive use of technology required.
- Work in a variety of settings and at a variety of meetings; working alone at times and with diverse groups at other times.

**Physical Requirements:**

- The ability to communicate in person, on the telephone, and in front of large groups of people.
- The ability to meet a work travel schedule that includes managing luggage of up to 50 lbs.
- Occasional need to lift marketing and work materials, 40 lbs. or less
- Prolonged periods of sitting at a desk and working on a computer.

**Travel Required:**

This position includes regular travel for work. Estimated travel is 30% of this job, which can average up to 7-9 days in a given month. The travel includes meeting and connecting with NBA partner leaders and organizations for communication/marketing purposes, as well as required staff meetings and NBA special events.

**Equal Opportunity/Affirmative Action Statement:**

*The National Benevolent Association is an Equal Opportunity Employer. The National Benevolent Association, in affirmation of its commitment to excellence and cultural relevance, endeavors to provide equal opportunity for all individuals in its hiring, promotion, compensation and employment practices. Organizational decisions regarding hiring, promotion, compensation and human resource practices will be based upon a person's qualifications and/or performance without regard to race, color, creed, national origin, sexual orientation, disability, pregnancy, age, gender, gender identity or gender expression, genetic information, military status, or religion, except where religion is a bona fide occupational qualification. This policy extends to every phase of the employment process including recruiting, hiring, training, promotion, job assignment, compensation, benefits, transfers, reductions in force, terminations, and organization-sponsored educational, social, and recreational programs. (From The Employee Handbook for the National Benevolent Association, updated 2018; page 8)*

**2025 SALARY FOR THIS POSITION: \$94,603** Plus, excellent benefits including pension, healthcare, vacation, etc.

**TO APPLY, SEND:**

- 1) **A letter of interest** in this position and
- 2) **An updated resume**

Please send in a PDF format to: “**NBA Director of Marketing Search**” at [careers@nbacares.org](mailto:careers@nbacares.org)

**DEADLINE:** Submit by Monday, January 27, 2025, at 5:00 p.m. Central Standard Time