



## **JustFaith Ministries Marketing Director Job Posting**

JustFaith Ministries is a non-profit organization committed to inspiring action to address the root causes of injustice while serving with love. Through small-group programs designed for individuals, churches, and more broadly spiritual audiences, we invite learning and inspire action around contemporary social issues. Participants leave our programs better prepared to work for justice, racial equity, and environmental sustainability in their local communities and beyond.

We are seeking a Marketing Director who will bring a passion for social justice to our marketing needs. This position will oversee and implement a comprehensive marketing and promotions strategy for all aspects of JFM work. This position is full-time, 30-hours/week. JustFaith Ministries' office is located in Louisville, KY. However, this position can be done remotely.

The ideal candidate will have 7-10 years of experience in nonprofit marketing; excellent communication skills; a commitment to the mission, vision, and values of JustFaith Ministries; and demonstrated success in working in highly collaborative environments.

JustFaith Ministries values diversity, equity, and inclusion, and increasing staff diversity. We have committed to a specialized process over the next five years of becoming an actively anti-racist and anti-white supremacy organization -- one not just against racism but actively addressing it. All persons interested in this position are encouraged to submit a resume.

For more information about JustFaith Ministries and a full position description, visit [www.justfaith.org](http://www.justfaith.org). Interested candidates should submit a cover letter and resume to [info@justfaith.org](mailto:info@justfaith.org) by December 15, 2022.

## JustFaith Ministries Marketing Director Job Description

*Mission Statement: JustFaith Ministries creates transformative programs that inspire action to address the root causes of injustice while serving with love.*

*Vision Statement: JustFaith Ministries envisions justice-driven communities advancing peace, racial equity, and a sustainable world.*

*Core Values: love of neighbor, spiritual transformation, racial equity, justice, peacemaking, environmental stewardship and community building.*

JustFaith Ministries (JFM) is a national nonprofit organization that was birthed in an effort to invite and prepare people of faith to build a more just, equitable and peaceful world. We do this through small groups programs and resources that connect faith and spirituality with contemporary social issues. Our program topics include racial justice, eco-justice, food insecurity, migration, peace and nonviolence, advocacy, civil dialogue, and contemplation and action.

**Job Title:** Marketing Director

**Classification:** Full-time, 30 hours per week, exempt; occasional weekend or evening work, some travel required if living outside of Louisville

**Salary Range:** \$45,000-52,000

**Reporting Relationships:** Reports to Executive Director

**Position Overview:** This position oversees all aspects of marketing and communications for JustFaith Ministries.

### Specific Responsibilities

*Promotion 50%*

- Develop, oversee and implement a comprehensive marketing and promotions strategy for all JFM topical programs and resources
- Work with JFM local organizers on area-specific marketing and promotion efforts for JFM programs, resources, and local events
- Develop and oversee a comprehensive marketing and promotions strategy for JFM events including: monthly webinars, an annual impact celebration, information meetings for our programs, and other special events or program offerings
- Oversee the development of print, electronic, advertising, video, and multimedia production assets for marketing and promotions
- Oversee marketing and promotions of all digital content.



### *Marketing and Communications 30%*

- Work with the Executive Director, the Marketing Committee of the JFM Board of Directors, JFM staff and JFM consultants on strategies to reach new and diverse audiences
- Oversee all aspects of marketing and promotions through the JFM website
- Oversee a marketing and promotions strategy for all JFM communications including our electronic and print newsletters, program promotion materials, and development appeals
- Oversee a marketing, promotions, and engagement strategy through social media
- Develop a strategy to ensure appropriate and consistent use of JFM's logo and branding (internally and externally)
- Develop a marketing and promotions strategy that reflects the values of anti-racism/anti-white supremacy
- Update and maintain JFM's merchandise in our online store

### *Other Specific Responsibilities 20%*

- Participate in the JFM staff meetings and team meetings
- Track data as needed/requested and provide updates to the Executive Director, other JFM staff, and the JFM Board Marketing Committee on key aspects of marketing and progress towards goals
- Work with JFM Board members and committees as assigned and as appropriate
- Maintain efficient personal office and administrative systems
- Along with other JFM staff, participate in learning opportunities and activities that embody our organizational commitment to anti-racism/anti-white supremacy
- Seek and participate in strategic opportunities for professional development, spiritual growth, and anti-racism/anti-white supremacy education and formation
- Other duties as assigned.

### **Work Environment:**

- This position may be done remotely or from an office in Louisville, KY. Weekly interaction with other staff and constituents of JFM is done primarily in a virtual meeting space or by phone. The bulk of the work for this position is performed on a computer/computer screen. When there is no public health risk, in-person staff gatherings take place 3-4 times a year.

### **Qualifications\*:**

- Seven to ten years of experience with the primary facets of nonprofit marketing, including electronic, digital, and print media
- Previous management experience that encourages and supports the development of others
- Excellent communication skills: oral, written and interpersonal
- Ability to organize and prioritize projects and communications for marketing success
- Proficiency or experience with Mailchimp, social media channels, word processing and spreadsheets, and other basic marketing support software or programs
- Demonstrated success in working in highly collaborative environments
- Commitment to the mission, vision and core values of JustFaith Ministries



**Skills and Values:**

- Innovative problem-solver who can generate workable solutions
- Enthusiastic learner eager to meet challenges and quickly identify and implement new concepts
- Self-confident and aware individual with the ability to contribute to a high-functioning staff team
- Possess a level of cultural awareness that respects each person's individuality and recognizes the benefits of diverse gifts, skills, and perspectives in decision-making
- Well-developed interpersonal and conflict management skills
- Ability to maintain healthy workplace and personal boundaries for the well-being of self and the organization
- Ability to be flexible and pitch in to help when needed
- Ability to work in and manage virtual meetings (Zoom, Teams, etc.)

**\*We recognize that skills and talents can be developed through diverse paths, and we welcome resumes from all those who can demonstrate the abilities and experience to excel in this position.**