



Director – Brand & Marketing

Overview:

This position will actively communicate our brand through everything we show, say, and do. Through integrated marketing channels that touch all of our internal and external key audiences, we will maximize organizational growth and community impact, and deepen brand ownership. This leadership position oversees a team of four people, reports to the Senior Pastor, and is a member of the Strategic/Executive Team.

Key Attributes:

- **Results-Oriented.** Proven experience leading teams and managing projects in a proactive manner; uses outcomes and feedback to refine team output for continuous improvement.
- **Motivating.** Moves self and team forward to achieve in a fast-paced, high-expectation environment.
- **Creative.** Generates ideas for quick responses to a fast-changing environment.
- **Positive.** Enjoys new challenges, smiles in setbacks, and is able to work winsomely with a variety of personalities.
- **Quick-Learner.** Demonstrates advancement, increasing job responsibility, and growing professional capabilities over a minimum of 7 years of experience in a marketing-related position, with a Bachelor's degree in Marketing or a related field.
- **Organizer.** Deploys systems for getting things done on time and in a high-quality manner.
- **Confident.** Self-assured in directing team while winsomely engaging the commitment of others to join in.
- **Loves Jesus.** Committed to Jesus and pursuing a whole life in Him. Willing to join Pathfinder Church.

To Apply:

Interested candidates should submit a resume and cover letter to our Human Resources team at hr@pathfinderstl.org

To learn more about our organization visit us at:



pathfinderstl.org stjls.org



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Job Responsibilities:

- Lead a team of professionals to achieve organizational objectives, while maintaining an emphasis on coaching and developing the team on their whole-life journey.
- Identify and execute effective strategies and tactics across paid, earned, social, and owned (PESO) channels to reach and engage our internal and external target audiences.
- Create marketing collateral across print, web, digital, broadcast, social media, direct mail, billboards, and more.
- Oversee the effectiveness and engagement of our social channels, web traffic, and SEO/SEM.
- Oversee ongoing management of school and church websites to reflect each unique brand.
- Conduct media relations, developing reporter relationships, crafting press releases, and pitching story ideas to media outlets.
- Maintain a crisis communication plan.
- Collaborate on fundraising and development strategies with Senior Pastor and Chief Operating Officer; execute all fundraising campaigns for general support and special initiatives.
- Identify and manage sponsorships and special events; support all St. John School's open-house and enrollment efforts.
- Monitor organizational sentiment (NPS) score and take appropriate action to raise it.
- Oversee the Member Success Team's (MST) work to manage the internal brand through proactive member-issue management.
- Establish guidelines for staff to ensure clear and cohesive brand communication with internal and external audiences.