



JOB TITLE: Director of Marketing and Design
REPORTS TO: Vice President of Strategic Growth
POSITION: Full-time exempt
LOCATION: In-office position in Norcross, GA

OVERVIEW

The Promise vision is to fulfill the promise that “God sets the lonely into families” (Psalm 68:6). Promise mobilizes church communities in order to meet three goals: (1) prevent children from coming into the foster care system, (2) intervene when children enter the system, and (3) connect children and families when children are in need of a permanent home. The Promise model hinges on developing strong Family Advocacy Ministries (FAMs) in local churches to accomplish this work. The Promise staff works diligently to guide these FAMs to success and to give them the best resources available to maximize impact.

POSITION SUMMARY

Promise686 is seeking a proven creative design and marketing leader. First, this position will develop and lead a full scale, multi-year marketing and communications plan for Promise686. The individual will set marketing strategy, grow awareness with current and prospective donors, and increase market footprint all while promoting, enhancing, and protecting the organization’s brand reputation. Second, this person will care for the Promise686 brand, designing excellent digital and print materials. This position will report to the VP of Strategic Growth and will work closely with both members of the Development Team and Program Team.

The individual must be proficient in Adobe, HTML, WordPress, Mailchimp, and social media platforms.

Areas of Responsibility

- Develop and implement an integrated, strategic marketing and communications plan to advance Promise686’s brand identity, broaden awareness of its programs and priorities, and increase the visibility of its programs across key stakeholder audiences
- Identify challenges and emerging issues faced by the organization. Work with Leadership Team and staff to recognize internal and external communication opportunities and solutions, and define and execute appropriate strategies to support them
- Improve or establish a communication vehicle to create momentum and awareness as well as test the effectiveness of communications activities
- Maintain and enhance the Promise686 website
- Maintain and enhance all Promise686 social media channels
- Assist Development Team with targeted efforts to segmented groups of donors, prospective donors, etc.
- Successfully plan, design, and deliver four quarterly executive summaries and one annual report
- Develop all additional materials needed for donor stewardship and prospecting
- Manage vendors such as printers and web-developers
- Support special events with associated communications
- Develop and maintain a department budget
- Pursue best-in-class marketing and communication initiatives for Promise686

GENERAL QUALIFICATIONS

- Committed to following Jesus and mobilizing others to serve in His Kingdom
- Passionate about empowering local churches to care for children and families in crisis
- Dedicated to Promise686's Mission and Core Values
- Clear sense of calling to this role in this organization
- Aggressive learner who asks great questions
- Demonstrated record of marketing and communication experience
- Able to communicate across diverse audiences with clarity and humility
- Able to manage multiple priorities and be attentive to details while providing support to multiple staff
- Thorough understanding and expertise in design
- Possess excellent written and oral communication skills
- Strong bridge builder and contributor in team environments
- Strong time management and organizational skills
- Willingness to give and receive feedback and direction
- Willingness to conduct occasional overnight business travel

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The above description is not intended to be comprehensive, but rather a focused list of priorities. This role, like the non-profit ministry, is relentless. Success provides the opportunity to not only build a career, but also bring much-needed support and care to local children and families in crisis.

Promise686 is a 501(c)(3) non-profit located at 19 Holcomb Bridge Rd, Norcross, GA 30071

Promise686 associates are at-will employees.

For consideration, email your resume, references, and cover letter to: info@promise686.org

www.promise686.org