

PR Deputy Director of Marketing Job description

Deputy Director of Marketing

Reports To

The Deputy Director of Marketing will report to the Director of Marketing.

Job Overview

In close coordination with Deputy Director of Marketing and at her direction, the Marketing Team Deputy assists with planning, development, and execution of Planting Roots marketing. She will function as second-in-command for Director of Marketing. Works cooperatively with all members of Marketing Team including Podcasts, Graphic Design, and Social Media Coordinators.

Responsibilities and Duties

A. General Responsibilities

1. Attend all Marketing Team Meetings, including submitting a marketing team report, hours logged, resources produced, and funding needs and used.
2. As directed by Director of Marketing, provides advice and assistance to cross-team collaboration in support of Planting Roots mission and goals.
3. Support the vision and mission of Planting Roots.
4. Assist with fundraising both for personal expenses related to Planting Roots and for the larger Organization.

B. Job-specific Responsibilities,

1. At the direction of the Director of Marketing, plans and coordinates marketing products.
2. Helps ensure timely execution of Marketing Team tasks and deliverables.
3. Prepares monthly report of Marketing Team work, hours logged, resources produced, events planned and executed, as well as funding used and required for Marketing Team.
4. Assists in the development and training of Marketing Team Staff.
5. Attends monthly Senior Staff meeting for the Director of Marketing when necessary.

Qualifications

- Time Commitment: 10-80 hours per month, averaging approximately thirty hours monthly, minimum three-year commitment preferred.
- Financial Commitment: Attend conferences and biennial Staff Retreats as able.
- Faith: Must be a Christian military woman with a growing walk with the Lord.
- Experience: Planning, organizing, and executing large projects; experience working with teams of three or more individuals including organizing and planning timelines, task lists, and resources in support of marketing events. Ideal candidate is a strong verbal and written communicator with proven teaming skills as well as some technical skills.