

PR Director of Marketing Job description

Director of Marketing

Reports To

The Director of Marketing will report to the Executive Team.

Job Overview

The Director of Marketing is responsible for promoting and increasing visibility of PR. She develops a team to facilitate all areas of marketing strategies. She will meet regularly with her team. She will be the point person for all marketing-related duties.

Responsibilities and Duties

A. General Responsibilities

1. Attend monthly Senior Staff Meetings, including submitting a Marketing Team Report
2. Develop a team to market PR on social media as well as all venues.
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. General marketing to promote and increase visibility of PR and PR resources within the Christian military women community.
2. Coordinate website development and maintenance
3. Oversee social media platforms, podcasts, retail sales and promotional resources.
4. Responsible for developing and communicating the PR brand. Logo, branding board, PR literature etc.

Qualifications

- Time Commitment: 10-80 hours per month, averaging approximately thirty hours monthly, minimum three-year commitment preferred.
- Financial Commitment: Attend conferences as able. Attend Staff Retreat every other year as able.
- Faith: Must be a Christian military woman with a growing walk with the Lord.
- Experience: Have a minimum of three years' experience in leadership, preferably in the context of ministry. Familiarity with online social media and website platforms a plus. Works well with a team, especially in a remote capacity. Experience in marketing and developing brands and supplies.