



into the wilderness
get outside

ITW Job Description

Marketing Director

Title

Marketing Director

Status

Full-time position

Pay

All full time positions are on missionary support salary

Goal

To develop and execute a comprehensive marketing strategy for ITW

Summary

The Marketing Director will work with other departments to increase the exposure, awareness, and enrollment of ITW. The Marketing Director will develop, implement, and oversee a strategic marketing plan. The Marketing Director will also develop and manage marketing materials, generate and manage enrollment leads and manage post-course marketing for alumni. Additionally, the Marketing Director will develop good public relations.

ITW Values

The applicant must believe in the centrality, supremacy and lordship of Jesus Christ and desire to grow as a disciple of Jesus Christ. He or she is expected to mature in intimacy with Jesus, keeping Christ as the center of their life. He or she is expected to walk in the light with Christian believers, demonstrate the character of Jesus and walk in step with the Spirit daily. He or she must be competent integrating faith and prayer into their job description and be committed to living for God's glory. The applicant must read and agree to ITW's mission statement and doctrinal statement which can be found on the web site.

Required Qualifications

- 👤 Applicant must have a Bachelor's Degree or equivalent.
- 👤 Three years previous marketing experience in a leadership or administrative role
- 👤 Working knowledge of social media
- 👤 Eye for aesthetics

ITW Job Description

Marketing Director

- Works well independently and as a team
- Administrative skills
- Good communicator in both written and verbal skills
- Detail oriented
- Self-motivated
- Good research and resource gathering skills
- Managerial skills

Expectations

Location: On-site

Reports to: Executive Director and Committee of Directors

Involves:

- Manage the marketing department
- Develop and discuss a strategic marketing plan with the Committee of Directors
- Accountable to the Executive Director and the Board of Trustees
- Develop and oversee marketing materials (catalog, mailers, banners, booth supplies)
- Coordinate external publications, including printed and electronic newsletters
- Coordinate and oversee web presence (social media, website, online advertising)
- Develop and oversee post-course marketing to alumni
- Advertise adventures and solicit enrollment
- Oversee "Rail Tour" and other advertising/marketing events
- Coordinate calling efforts when necessary
- Oversee public relations
- Travel both regionally, nationally and internationally to increase the exposure and presence of ITW
- Potential staff oversight (Multi-Media Manager, Marketing Manager, Video Development Coordinator (future position/internship), Public Relations Manager (future position))