

Thirst Missions

Director of Marketing and Public Relations

The person in this position will work 40 hours per week from our home office in Forest Lake, MN and 5-10 hours weekly, on average, from home.

Responsibilities and Oversight include:

- Creation and deployment of Thirst Mission's weekly email campaigns.
- Develop and create a monthly social media calendar and post on social channels regularly.
- Paid media marketing, developing graphics and/or copy for Google Adwords (PPC), display ads, and boosted posts on social media platforms.
- Working with printers and exhibit marketers to create, design, and coordinate ads to be used at conferences, in exhibit booths, and in other marketing avenues.
- Adhere to a marketing budget and assist in the ongoing development of the budget.
- Design and creation of our promotional brochures, flyers, mailings, and other print marketing materials.
- Writing and overseeing submission of regular Public Relations submissions.
- Creation of marketing and promotional videos.
- Staying on top of digital marketing trends and look for new opportunities to improve our social media presence as new technologies become relevant.
- Research SEO and SEM trends to help us continually improve our website's search performance and rank – with an additional focus on the user experience and customer journey on our website.
- Adding trip pictures to Facebook during our trips on a daily basis.
- Youtube and Vimeo Accounts, Pinterest, Instagram, Facebook, and other social media platforms.
- Working with outside volunteers and hourly employees on marketing and database projects.
- The opportunity to Assistant Lead or eventually Lead 2-3 mission trips each year in one of our destinations.
- Utilize a variety of key performance indicators in all your efforts to track marketing successes and ROIs. Maintain an ongoing reporting schedule on marketing efforts with leadership.

In addition:

- You will be asked as time allows and the need arises to contribute to our team by answering the phone, filing, cleaning, providing data entry, mailings, and fulfilling special administrative projects
- Participating in weekly staff meetings, daily prayer time, and contributing to and participating in our annual week of staff training, which in 2019 is in Belize, in February.
- In the future there will be the opportunity to use your individual gifts and talents in other areas of Thirst Missions, if you desire and show excellence in this role.

Requirements:

- Applicant is required to be a devoted Christian who believes in Jesus Christ as their Lord and Savior and believes that the Bible is the inspired, infallible word of God. Local ministry experience within your community and church is necessary, with short-term missions experience a plus.

- Working knowledge of Infusionsoft, MailChimp, Constant Contact, Emma, or similar email service providers for the creation and deployment of Thirst Mission's weekly email newsletter campaigns.
- Experience in paid media marketing, developing graphics and/or copy for Google Adwords (PPC), display ads, and boosted posts on social media platforms
- Applicant should have 2+ years experience in marketing, with expertise in digital marketing, have a minimum of a 4-year college degree, be a proficient and creative writer, be a self-starter, ministry minded, hardworking, energetic, reliable, flexible, enjoy working with people, and needs to be a team player. Proficiency of Adobe Creative Suite preferred.

Compensation Overview: \$42,500/year salary. 6 weeks of annual paid vacation, including holidays, is included in the compensation package, which includes two fully paid mission trips or staff meeting trips annually to our mission destinations.

To apply: Email resume, cover letter, and portfolio link to ashley@thirstmissions.org. Attn: Ashley Binneboese

You can find out more information on Thirst Missions through our website, www.thirstmissions.org or our Facebook Page, www.facebook.com/thirstmissions