

UMF Director of Marketing and Communications

Job Description:

The UMF Director of Marketing and Communications is responsible for UMF's marketing and communications strategies, as well as overall branding and image. Additionally, the Director of Marketing and Communications will prepare annual marketing plans, create a calendar of campaigns and events, set the marketing budget and analyze the market and other organizations occupying similar space.

The Director of Marketing and Communications will:

- Plan and execute a marketing strategy for UMF for new and existing investment products and services
- Oversee the implementation of the marketing strategy
- Develop a brand strategy
- Set and administer an annual marketing budget
- Create and manage a calendar of events such as webinars, conferences and thought leadership contributions
- Continually review changes to the market, charitable trends and the activities of others, adjusting the marketing plan if necessary
- Provide tools and materials to enable the UMF Development team to function effectively
- Manage and refine UMF's social media presence
- Manage and measure marketing campaign costs
- Report on the effectiveness of marketing campaigns
- Utilize data for marketing campaigns, based upon UMF's Unit Holder database as well as external data
- Identify new business opportunities
- Conduct market research studies
- Negotiate with media agencies and secure agreements on the production of promotional materials

Key skills

- **Strong project management and people management:** The Director of Marketing and Communications will oversee all of UMF's marketing and guide its day-to-day operations, speaking directly with Unit Holders, church and Conference leaders.
- **Leadership and influencing:** The role of Director of Marketing and Communications is a creative one, so it's crucial that you present yourself as a good communicator. The Director of Marketing and Communications will report directly to UMF's CEO. Director of Marketing and Communications also involves constant networking and representing UMF to a variety of unit holders and potential unit holders.
- **Data analysis:** The role calls for continual analysis of market trends and the positioning of other organizations in this charitable space as well as regular review and reporting on the effectiveness of UMF's marketing efforts.

Qualifications

An undergraduate degree in marketing with an emphasis in business studies with an MBA preferred.

Relevant experience

A minimum of five years experience in marketing is expected.

Hours

Formal office hours are Monday through Thursday from 8:30am-4.30pm and Friday 8:30 am to 3:30pm. However, this is a part-time position consisting of 25 hrs per week. UMF is flexible on work hour scheduling. Work may be conducted at home and/or in the office though a mix is preferred. A willingness to travel or to work different or flexible hours is expected.

Salary

\$50,000