

Director of Marketing and Communications

Remote



Director of Marketing and Communications Full-Time Job Opening (Remote)

Harvest USA is a community of people who are passionate about the gospel of Jesus Christ and believe that it is good news for those struggling with sexual sin. We are dedicated to helping men, women, and families impacted by sexual sin and to providing resources that equip churches to be places of hope and healing for sexual strugglers.

We are seeking a Director of Marketing and Communications (DMC). The DMC is responsible for developing, overseeing, executing, and reporting on the Organization's marketing strategy. This includes developing and executing a coordinated and comprehensive digital engagement plan to increase engagement with HUSA content across all our content platforms. The DMC oversees social media and serves as the creative director of the organization, giving leadership to the production of all creative assets and supervising those who produce such assets. The DMC will oversee the ministry's imaging, branding, and name recognition.

This is a full-time position requiring 40 hours a week. It includes 11 paid holidays, medical and dental insurance, paid leave, and retirement benefits.

If you have a passion for the gospel and believe it is good news for those experiencing sexual and/or gender struggles, we invite you to apply. Qualified candidates will have experience in marketing, social media, and creative efforts. They will have strong interpersonal skills, excellent written and verbal communication abilities, and a commitment to the purpose, mission, and beliefs of Harvest USA.

Responsibilities

- Create and implement a comprehensive marketing plan for the organization to increase engagement with HUSA content
- Oversee and coordinate the production and placement of all ads
- Plan, execute, coordinate, and evaluate digital and print marketing campaigns for *specific* resources, especially new resources
- Execute the marketing plan in a way that demonstrates growth in key performance areas (e.g. email list growth, online purchases, course registrations, social media engagement, website traffic)
- Manage all social media accounts, responsible for all posting, engagement, and planning
- Create social media content consistent with HUSA's brand identity on relevant social media platforms, including regular postings to build meaningful connections, increased brand awareness, and name recognition
- Manage and report on all marketing and social media metrics
- Oversee the aesthetics and creative elements of all graphic design, video and audio production, events, print media, web maintenance and enhancements, etc.
- Promote a unified voice and feel for the organization while building the HUSA brand
- Manage all freelance artists including graphic designers and videographers

Requirements

- A personal relationship with Jesus Christ and a genuine desire to work in a dynamic, mission-driven environment, applying one's knowledge, skills, and abilities to advance the gospel
- Agreement with and enthusiastic support of Harvest USA's purpose, mission, and doctrinal commitments

- Strong interpersonal skills with an ability to engage, support, and communicate effectively
- Bachelor's degree in marketing or related field
- Demonstrated creative abilities
- Experience managing social media accounts preferred
- SEO and SEM skills and knowledge
- Excellent written and verbal communication skills
- Ability to work occasionally on weekends
- Ability to do occasional overnight travel

Contact Scott Pickering at scott@harvestusa.org with questions about this position.