**WMU NC Contract Marketing Strategist**

**Purpose:** To utilize marketing strategies to promote, expand, and further the mission of WMU NC to churches and other civic organizations with the goal of spreading WMU NC’s mission to a broader audience and further into the world.

 **Responsibilities:**

* Identify Target Audience
	+ Assess available methods of reaching WMU NC’s unreached audience and identify the most effective methods.
* Develop communication funnels for WMU NC’s target audience and beyond
* Propose and implement creative ideas for marketing campaigns in multiple mediums, as appropriate, i.e., social media, digital, and physical mediums.
	+ Measure the success of campaigns by observing algorithms, assessing engagement with published content, and making suggestions or changes as needed.
	+ Identify new Social Media Platforms that can be used to broaden the reach of WMU NC and develop plans for implementation.
* Collaborate with WMU NC staff to promote events and spread the message of WMU NC
	+ Collaborate with the WMU NC Staff on campaign planning for the Annual Meeting, i.e., planning, production and evaluation of the event.
	+ Work with all WMU NC staff as appropriate in joint planning.
* Collaborate with contractors such as graphic designers, accountants, etc. to appropriately manage the needs of marketing projects.
* Manage the Marketing Budget
* Promote the WMU NC Mission
* Report to Executive Director/Treasurer
* Perform other duties as assigned by the Executive Director/Treasurer
* Attend (or prepare reports for) WMU NC Staff meetings, Executive Board meetings, and other events as needed or requested.

 **Qualifications/Requirements:**

* Education: College degree in Marketing, Business, or other relevant training. Experience may be substituted for degree, subject to the discretion of the hiring committee.
* 2-3 years of demonstrated experience managing marketing campaigns of various scale.
	+ **Preferred** experience utilizing marketing strategies to further the mission and audience of **Christian** or non-profitorganizations, and familiarity with the unique needs encountered in such organizations.
	+ Portfolio or sample projects may be requested.
* Proficient and knowledgeable with technology.
* Must demonstrate Christian character and faithful church membership.
* Must demonstrate a passion for the Great Commission and model a missional lifestyle.
* Ability and willingness to become familiar with Baptist principles and the WMU NC organization and purpose, especially as related to the ministry arms and mission needs of the state.
* Strong communication skills.
* Self-motivated.

Last Edited: 9/30/2024