



## Marketing Director

Full-Time, Salary Position

Christ In Youth  
2201 N. Main St.  
Joplin, MO 64801  
417.781.2273

**Purpose:** This role leads the development of CIY's marketing strategy, directs integrated campaign execution, and oversees all marketing functions including digital, creative, content, and brand implementation.

**Missional Alignment:** Serving local churches across the U.S., this leader carries a pulse for youth ministry, a heart for youth leaders, and the strategic drive required to mobilize them toward greater Kingdom impact.

**Reports to:** VP of Story

### Core Responsibilities

#### 1. Marketing Strategy & Vision

- Develop and lead a comprehensive marketing strategy aligned with CIY's mission, brand, and annual ministry goals.
- Work closely with CIY Latitude Leads (Program Directors) and the VP of Story to ensure alignment, clear communication, and accountability across teams.
- Translate organizational priorities into actionable marketing roadmaps, campaigns, and creative initiatives

#### 2. Campaign Strategy & Execution

- Lead planning, development, and execution of integrated marketing campaigns across digital, social, email, web, content, video, and print.
- Establish campaign goals, budgets, timelines, performance metrics, and reporting rhythms.
- Ensure campaigns are cohesive, on-brand, data-informed, and executed with excellence from concept through post-campaign analysis.
- Encourage innovation, experimentation, and creative risk-taking where appropriate

#### 3. Team Leadership & Development

- Provide direct leadership to four marketing professionals across key functional areas.
- Set clear expectations, workflows, and priorities while empowering team members to grow deeper in their areas of expertise.
- Lead regular team meetings to assess progress, remove roadblocks, and foster collaboration.
- Create a culture of innovation, inclusion, spiritual health, and ongoing professional development.

#### 4. Cross Functional Collaboration

- Work closely with CIY's in-house content, design, and film teams to produce industry-leading creative assets and marketing experiences.
- Manage relationships with outside vendors, agencies, and contractors as needed.
- Ensure marketing systems, processes, and project workflows are efficient, scalable, and well-documented.

#### 5. Brand Stewardship

- Uphold and champion CIY's brand voice, message, story, and visual identity across all platforms and materials.
- Collaborate with the Story and Content Teams to ensure brand consistency across digital, print, video, and interactive channels.
- Maintain a high bar for storytelling clarity, creativity, and theological alignment.

#### 6. Budget & Performance Management

- Manage marketing budgets with accountability, accuracy, and stewardship.
- Track and analyze performance data to optimize campaigns, content, and user engagement across channels.
- Present insights and recommendations to the VP of Story.

### Qualifications

#### Required

1. Significant professional experience in marketing, with proven success in leading strategy and integrated campaigns.
2. Demonstrated experience managing teams and developing people.
3. Strong storytelling ability with a passion for design, creativity, and fun ideas.
4. Expertise in current trends in digital marketing, content marketing, and social media.
5. Proven track record of managing marketing budgets effectively.
6. Excellent communication, organizational, and leadership skills.

#### Preferred

1. Bachelor's degree in marketing, communications, advertising, or related field (preferred but not required).
2. Experience in nonprofit, ministry, or event-focused organizations.
3. Proficiency with HTML, CMS tools, analytics platforms, and/or basic design software (preferred, not required).
4. Experience collaborating with content creators, designers, filmmakers, or creative teams.

### **Compensation & Time**

1. Full-time (40 hours/week), salary exempt
2. Travel: Up to 60 days throughout the calendar year

### **Cultural Expectations**

At CIY, we uphold the following attitudes under the banner of Servant Leadership Theory. These attitudes are our guiding principles, and we are passionate about living them out in our work.

1. **Live by the Spirit** - Galatians 5:22-26; Philippians 2:1-5; 1 Corinthians 2:3-5
2. **See the Imago Dei** - Genesis 1:26-27; Romans 8:29; Ephesians 4:22-24
3. **Own our Outcomes** - Colossians 3:23-24; Galatians 6:4-5; 1 Thessalonians 4:11-12; Ephesians 4:2-3
4. **Collaborate with Purpose** - Ecclesiastes 4:9-10; 1 Corinthians 12:14-21; Romans 12:4-5; Proverbs 15:2
5. **Play it Forward** - Proverbs 17:22; Ecclesiastes 3:12-13; Psalm 126:2; Romans 12:11; Philippians 4:4

These five attitudes are our foundational values, and we are committed to upholding them in all that we do. At CIY, we are proud to work in an organization that embodies these attitudes, and we invite all our staff to sign this document and join us in this pursuit of excellence.

### **APPLY:**

To apply, please email a resume to [ciyhr@ciy.com](mailto:ciyhr@ciy.com)