



Position Title: Marketing Director

Reports to: VP – Director of Marketing

Mission Statement

Relevant Radio® - Bringing Christ to the world through the media.

Guiding Principles

- Faithful to the Magisterium and Catechism of the Catholic Church
- United to the Bishops
- Under the protective intercession of the Blessed Virgin Mary

Function Summary: The Marketing Director is responsible for leading brand marketing and communication programs for the organization.

Responsibilities:

- Manage the Relevant Radio network communications and brand management strategies.
- Integrate marketing efforts within all disciplines of Relevant Radio to increase brand awareness and listener acquisition.
- Drive new initiatives across various marketing mediums and channels.
- Partner with digital team for Awareness and Lead Generation initiatives.
- Define, develop and manage effective branding programs.
- Implement effective advertising campaigns.
- Responsible for oversight of direct mail and email campaigns.
- Implement a Public Relations strategy.
- Establish marketing campaign budgets, and measure the effectiveness of these programs.
- Determine the most efficient use of marketing investment considering response analysis and ROI.
- Use database and segmentation strategy and testing to ensure data quality and effective communications.
- Lead and manage the communications/brand management team.
- Work with VP – Director of Marketing to understand and assist in management of quarterly pledge drives.
- Attend meetings, trainings, and participate in work groups.
- Perform a variety of other duties and projects, as assigned.
- Solid understanding of the mission, programming content and audience of Relevant Radio.
- Adhere to Relevant Radio policies and procedures.

Experience and Skill Requirements:

- Catholic. Active faith life in accord with teachings of the Catholic Church.
- Bachelor's Degree in Marketing, or related field. Master's Degree preferred.
- 7+ years experience in marketing industry, preferred non-profit and multi-media environment.
- Solid interpersonal, communication, business writing and presentation skills.
- Proven effective leadership experience. Provides direction and supervision to staff. Relies on experience and judgment to plan and accomplish goals.
- Strong planning, organizational and critical thinking skills.
- Strategic thinker with demonstrated ability to develop creative marketing campaigns and promotions.

- Demonstrated ability to set and achieve objectives and goals, as well as meet deadlines.
- Excellent relationship building skills; ability to super-serve the needs of our donors and listeners.
- Knowledge or involvement in Catholic fraternal organizations and associations.
- Able to work independently and with flexibility.
- High level of personal energy and enthusiasm.
- Proficient with Microsoft Office Products, as well as database management and Raiser's Edge/NXT usage preferred.
- Ability to lift 20 pounds.
- Valid driver's license required. Ability and willingness to travel.