



DIRECTOR OF PUBLIC RELATIONS AND MARKETING

Deadline to apply: 6/28/2024

Summary of Responsibilities

The Director of Public Relations and Marketing (otherwise known as “Position Lead”) is responsible for building and leading an integrated marketing communications strategy/team and actions to drive value perception and increase UWFaith's visibility. This position also leverages UWFAITH's positioning in support of engagement and mobilization efforts. Thereby profoundly impacting the organization's overall strategic success. The Position Lead is responsible for helping UWFaith to express and market its value internally to staff and member leaders and externally, to potential members and partners and leads the marketing strategies that promote the brand, programs, products & services to the world.

Organization Priority:	Position UWFaith as a leading women's Christian organization within the wider faith community and in the world.
Goal 1:	Design implementation plan for PR/Marketing.
Goal 2:	Implement a consistent process for communicating the brand, value proposition and related experiences to existing members and partners.
Goal 3:	Market culture/brand/identity to increase visibility of UWFaith.
Goal 4:	Keep UWFaith cutting edge by engaging in ongoing critical analysis in advancing the direction of leadership of UWFaith relative to the internal and external metrics quarterly.
Goal 5:	Develop a systematic approach to gathering, analyzing and converting data into value additive intelligence and programs.

About United Women in Faith

United Women in Faith - National Organization is the policy-making body that manages and oversees the programs and projects of United Women in Faith (UWFaith). We accomplish this by equipping women and girls around the world to be leaders in communities, agencies, workplaces, governments, and churches and to advocate for the oppressed and dispossessed with special attention to the needs of women and children. UWFaith builds supportive communities among women; engages in activities that foster growth in the Christian faith, mission education, and Christian social involvement, while working for justice through compassionate service and advocacy to change unfair policies and systems while providing educational experiences that lead to personal change in order to transform the world. UWFaith is a membership organization. This position supervises three development executives and a development operations coordinator.

Benefits

This position is complemented with 8% 401(k) employer contribution with 2% match, insurances for health, dental, LTD, Life, EAP, FSA, Vision, paid STD, Wellness Wednesday hour-off, self-care cash incentives, 4 weeks vacation and other generous time-off benefits including Christmas week and August Fridays!

To Apply: Send resume/cover to mclemmons@uwfaith.org with **POSITION DIRECTOR: {YOUR NAME}** in the subject line no later than June 28, 2024.