**Job Title: Marketing Manager**

**Organization: Olympia Union Gospel Mission**

**Location: Olympia, Washington**

**Employment Type: Part-Time to Full-Time (depending on candidate skill set)**

**Position Overview:** The Marketing Manager will play a pivotal role in promoting the mission, values, and services of The Olympia Union Gospel Mission. This position requires a passionate and dedicated individual who can develop and implement effective marketing strategies to increase awareness, engagement, and support for our organization's programs and initiatives. The ideal candidate will possess strong communication skills, creativity, and a deep commitment to the Christian faith and principles.

**Key Responsibilities:**

1. **Strategic Planning and Implementation:**
   * Develop and execute comprehensive marketing plans and campaigns that align with the organization's mission and goals.
   * Identify target audiences and create tailored marketing strategies to engage and expand our supporter base.
2. **Content Creation and Management:**
   * Oversee the creation, management, and distribution of marketing content across various channels, including social media, email newsletters, website, and print materials.
   * Ensure all content reflects the organization's Christian values and mission.
3. **Digital Marketing:**
   * Manage the organization's online presence, including website updates, SEO, and social media platforms.
   * Develop and execute digital marketing campaigns to increase online engagement and donations.
4. **Brand Management:**
   * Maintain and enhance the organization's brand identity, ensuring consistency across all marketing materials and communications.
   * Monitor and analyze brand performance and make recommendations for improvements.
5. **Event Promotion:**
   * Plan and execute marketing strategies for events, including fundraising campaigns, community outreach programs, and special initiatives.
   * Collaborate with event coordinators to ensure successful promotion and execution of events.
6. **Collaboration and Coordination:**
   * Work closely with the leadership team to align marketing efforts with organizational goals and objectives.
   * Coordinate with other departments to support their marketing needs and ensure cohesive messaging.
7. **Data Analysis and Reporting:**
   * Track and analyze marketing campaign performance, using data to make informed decisions and optimize strategies.
   * Provide regular reports to leadership on marketing activities, outcomes, and ROI.

**Qualifications:**

* Bachelor’s degree in Marketing, Communications, Business, or a related field or 5+ years of equivalent experience.
* Minimum of 3-5 years of experience in marketing, preferably within a non-profit or Christian organization.
* Strong understanding of digital marketing, social media, and content creation.
* Excellent written and verbal communication skills.
* Proven ability to develop and execute successful marketing campaigns.
* Strong organizational skills and attention to detail.
* Ability to work independently and as part of a team.
* Commitment to the Christian faith and alignment with the organization's mission and values.

**Preferred Qualifications:**

* Experience in graphic design and/or video production.
* Familiarity with CRM and marketing automation tools.
* Knowledge of fundraising strategies and donor engagement.

**How to Apply:**

Interested candidates should submit a resume, cover letter, and portfolio (if applicable) to [Skipsteffen@comcast.net](mailto:Skipsteffen@comcast.net) by (date t. In your cover letter, please explain your commitment to the Christian faith and how it influences your approach to marketing and communications.