

## Job Description

### Associate Director of Marketing

- REPORTS TO:** Director of Marketing
- BASED AT:** Barnabas Foundation, Crete, IL
- SCHEDULE:** Full-time; Flexible schedule between the hours of 7 a.m. to 5:30 p.m.
- PURPOSE:** The successful Associate Director of Marketing is a creative, driven individual with specialized skills, advanced training and management experience in the areas of graphic design, video production and writing. They help streamline and maximize the effectiveness of Barnabas Foundation's marketing department by driving the artistic vision, managing the creative team and overseeing the production process from idea to execution.

### KEY RESPONSIBILITIES

- Provide day-to-day direction to the creative team, including graphic designers, video production specialists and copywriters
- Collaborate with the Director of Marketing, Marketing Project Manager, and other key stakeholders for the development of creative briefs that clarify details such as audience, purpose, intended outcomes, artistic direction and milestone deadlines from the outset of every project.
- In cooperation with the Marketing Project Manager, serve as quality control for all creative projects, making sure they adhere to branding guidelines, exhibit artistic excellence, support the intended outcomes and files are packaged appropriately for production.
- Research, test and track the effectiveness of marketing materials to help determine how best to maximize the ROI for new projects.
- Oversee the creation of shooting scripts for produced videos.
- Identify opportunities to streamline processes and eliminate roadblocks to maximize the efficiency and productivity of the marketing department.
- Lead the creative team in brainstorming sessions for the development of new products.
- Serve as the creative director for all photo and video shoots.

## **QUALIFICATIONS, EDUCATION AND SKILLS**

The qualifications of the successful candidate for this position include:

1. Total commitment to Jesus Christ as your Lord and Savior and a desire to live with Him for eternity.
2. Five or more years of professional experience in graphic design, video production and writing.
3. Five or more years of prior experience managing a creative team.
4. Imaginative and enthusiastic collaborator who enjoys the creative process and knows that the whole of the team is greater than the sum of its parts.
5. Strong communicator who is able to give clear and precise creative direction.
6. Decisive leader who is uncompromising in their commitment to excellence.
7. Demonstrated ability to stay cool under pressure and thrive in a fast-paced, deadline environment while managing multiple projects and priorities
8. Bachelor's degree in marketing, art, graphic design, video production or a related area of study.
9. Proficiency in the Adobe Creative Suite.

Interested candidates should email a cover letter and resumé to [jobs@barnabasfoundation.com](mailto:jobs@barnabasfoundation.com).

To learn more about Barnabas Foundation and view details of the job description go to [www.barnabasfoundation.com/careers](http://www.barnabasfoundation.com/careers).