



A healthy Christian home and family for every Haitian child.

## Director of Marketing

**Location:** U.S.A

**Position Type:** Full-time

**Position Summary:** The Director of Marketing is responsible for planning and leading our effort to connect the vision of the donor with the vision of COTP. The Director of Marketing will develop and promote the brand and story of COTP towards our efforts to manage, cultivate and deepen relationships with existing COTP Donors as well as initiating and developing relationships with new donors.

The Director of Marketing will be responsible for overseeing, directing and developing the Marketing and Development Department of COTP. This will include planning and implementing a strategic vision, managing and equipping a unified staff, orienting the department to the overall mission, managing resources, and promoting a commitment to excellence. The Director of Marketing must have a passion to serve others. The individual is expected to: be a team player; be self motivated; have a high attention to detail; be a hard worker; and be patient. The individual must be responsible with time and resources, as well as efficient and resourceful.

### Major Responsibilities:

- Oversee all official COTP media content, maintaining COTP's vision and brand, as well as ensuring that the media is effective and consistent.
  - Traveling to Haiti on a quarterly basis to ensure content is current and accurate
- Oversee and coordinate with local hosts on all COTP events, ensuring they are effective as well as consistent with COTP standards
- Oversee our church communication and presentation list, maintaining regular contact with churches and encouraging a deepening relationship with each.
- Oversee our sponsorship programs (Child, Education, LCS), ensuring that regular quality updates are being sent to existing sponsors.
  - Initiate a plan to recruit more sponsors
- Maintain a clear list of Partnering Organizations in Haiti, the US and Canada; periodically updating it.
- Oversee our annual campaigns
- Oversee supporter communication and acknowledgement
- Coordinate with Executive Director on our major donor communication and relations plan
- Oversee our volunteer program
  - Coordinate with individuals on short-term volunteer trips to Haiti
  - Coordinate volunteers at local events and in Central Minnesota.
- Collaborate with Missionaries on their fund-raising efforts
  - Ensuring they have a plan and the tools they need
  - Connecting them to development opportunities as they come our way
- Other duties that pertain to executing the marketing and development plans may be assigned.





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**Qualifications:**

- Degree in Communications or marketing is preferred
- Minimum 2 years experience working in a similar role
- Experience living, working, or engaging in a third-world setting
- Experience working in Marketing and Communications within a non-for-profit organization

**Key Characteristics:**

- Ability to coach and foster teamwork
- Ability to handle pressure with calm and grace
- Ability to pursue a healthy work, family, spiritual life balance

**Reports to:** Executive Director

