



## Director of Marketing and Communication for UNPACKIN' it Ministries

### Organization Summary

Officially founded in 2014, UNPACKIN' it Ministries' mission is to challenge, encourage, and inspire sports fans to follow Jesus and become more like Him.

Our vision is to see sports fans everywhere following Jesus.

For more information, please visit [www.unpackinit.com](http://www.unpackinit.com).

### Position Summary

Responsible for planning, development, and implementation of all of the organization's marketing and branding strategies, communication, social media, and public relations activities.

Develop real-time engagement with sports fans utilizing the social and digital space. Will report to the Board of Directors and the President of UNPACKIN' it.

The organization communicates with and markets to the following groups: sports fans (main audience), event participants, donors, churches/pastors, and strategic partners.

This position will work to grow awareness, impact, and revenue for UNPACKIN' it.

### Additional Role Details

- Grow the following areas of ministry through marketing:
  - Email subscribers
  - Podcast subscribers and downloads
  - Fantasy Football Fellowship memberships and church involvement
  - Monthly donors
  - Social media engagement and followers
- Identify new fundraising channels (such as texting, responsive fundraising, etc.) and suggest strategies that harness these established and emergent marketing opportunities.
- Lead strategy and execution of print and digital campaigns for marketing, fundraising, donor engagement, and new donor acquisition.
- Manage digital media content and communication platforms for the ministry including email, social, YouTube, websites, texting, and apps.  
Design and implement comprehensive marketing strategies to create awareness of the ministry's impact, content, and activities.
  - Plan and execute fundraising campaigns.
  - Monitor progress and submit performance reports.
- Conduct general market research to keep abreast of trends.

- Control budgets and allocate resources within projects.
- Run promotions for UNPACKIN' it products (Fantasy Football Fellowship, books) and implement giveaways.
- Deepen and refine all aspects of communication.
- Work with video producers and graphic designers on content creation.

## Secondary Responsibilities

- Plan, organize, and assist with the marketing and execution of the organization's key events and fundraisers, including the Golf Tournament, Flag Football Tournament, and Super Saturday Men's Breakfast.
- Provide visionary leadership for fundraising events and activities to ensure goals are met and experience is on brand. Coordinate, manage, and implement fundraising marketing strategies at the events.

## Qualifications

The candidate will be thoroughly committed to UNPACKIN' it's mission. All candidates should have proven leadership and relationship management experience. Other experience and qualifications include:

- A strong desire to work for UNPACKIN' it and is mission-driven with a desire to serve God's kingdom.
- A passionate sports fan and a committed follower of Jesus.
- A college degree.
- Ministry experience.
- Experience in developing and executing strategies that have taken an organization to the next stage of growth.
- A self-starter, possessing passion, integrity, and a positive attitude.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal skills.
- Action-oriented, entrepreneurial, adaptable, and innovative approach to strategy.
- Detail oriented.
- Ability to work effectively in collaboration with other team members.
- Graphic design experience is valued, but not required.
- Represent the ministry's core values:
  - Selfless and humble
  - Passionate and enthusiastic (about Jesus, sports, and fans knowing Him)
  - Open-handed/hearted (surrendered and obedient to God while being opportunistic)
  - Relatable
  - Teachable and curious (always listening and learning)
  - Showing others grace and gratitude