



Position Details

Job Title: Director of Marketing

Reports to: Chief Strategy Officer

Status: Full-Time

Pay Rate: \$68,000 to \$85,000 based on experience

Who We Are:

Our marketing team at the Fresno Mission is a quirky mix of creativity, caffeine, and sheer willpower. We're the masters of big ideas, tight deadlines, and the art of making miracles happen with minimal sleep. From crafting bold campaigns to surviving the jungle of social media algorithms, we're on a mission (pun intended) to share our story - powered by great designs, compelling videos, and probably too much coffee. If you thrive under pressure and can pivot faster than a TikTok trend, you'll fit right in!

Job Description:

The Director of Marketing is the creative, strategic, and operational lead for all marketing and communications efforts across Fresno mission. This position oversees the brand, drives community awareness, supports fundraising goals, and ensures that all messaging reflects the organizations mission: Rescue, Restore, and Empower. From print and digital to social media, events, video, and web, the Director of Marketing manages internal requests, coordinates cross-function campaigns, and leads a high performing creative team to amplify life-changing stories and build lasting engagement.

Who You Are:

- Someone who sees the big picture and is a team player who works well with others.
- Able to manage multiple projects and meet deadlines while bringing new ideas.
- Maintain composure and professionalism in fast-paced environments.
- Proactive, anticipate needs, and take the initiative in problem-solving.
- Nimble, adaptable, and capable of shifting direction quickly when necessary to achieve goals.

What You'll Do:

- Lead a team of creatives, who are fast, quirky, and each gifted in their own ways.
- Work with the executive team and other directors to create and manage an overarching brand, share the story of God through the mission, and encourage engagement.
- Serve as brand guardian, ensuring consistency in design, voice, and messaging across all platforms.
- Plan, direct, and execute integrated campaigns across print, email, social, digital ads, radio, video, and out-of-home.
- Create and manage press releases and serve as the primary point of contact with news, external vendors for TV, Radio, OOH, and digital marketing companies.
- Oversee the development of digital marketing campaigns, including email, social media, and paid online advertisements.
- Oversee the management of outside marketing vendor for direct mail.

- Monitor and report on marketing campaign performance, providing data-driven insights to adjust strategies.
- Assist in planning and executing marketing strategies for events and initiatives.

Bonus Points:

- You can type Lorem Ipsum from memory.
- Knowledge of modern marketing trends, best practices, and social media management tools and digital analytics platforms.
- You are not afraid to try new things, but you're also willing to explain why you failed.
- Puedes hablar, leer y escribir en español.
- You're not afraid to make the logo bigger.

Requirements:

- Bachelor's degree in marketing or communications.
- Experience: 3-5 minimum years of experience in marketing, graphic design, or video editing.
- Technical Skills: Experience in graphic design software and video editing tools (Adobe Creative Suite or similar).
- A mature walk with Jesus Christ and able to articulate Biblical beliefs and their application within the context of the Fresno Mission. All employees of Fresno Mission are an integral part of the outreach ministry of a non-denominational, evangelical ministry sharing the Gospel of Jesus Christ through transformational programs that provide food, shelter, clothing, education, job training, and renewal of families to the poor and addicted. All employees are considered Christian missionaries and are required from time to time to participate in chapel services, outreach ministries, Bible studies, and prayer times. Due to the nature of these types of ministries, it is an absolute necessity that each employee possesses and maintain a Christian testimony of their faith and experience in Jesus. Must be in agreement with the Statement of Faith of the Fresno Mission.

Application Process:

Interested candidates should submit:

- A letter of interest detailing qualifications and experience.
- An updated resume.
- The names and contact information for three professional references.

Please email all documents to HR@fresnomission.org.

No phone calls, please.

Fresno Mission

www.fresnomission.org