

## MARKETING MANAGER

### Position Description

Forward Movement is seeking a full-time Marketing Manager to lead the effort to share our work and our products with the church and with the world. Founded in 1935, our historic mission is “to reinvigorate the life of the church” and we do this by encouraging discipleship and deep spiritual practices. Our flagship offering is *Forward Day by Day*, a quarterly devotional with a circulation of 300,000. The Marketing Manager will collaborate with Forward Movement staff to communicate our work and our mission, as well as to develop new offerings. We seek an effective communicator with marketing experience. The ideal candidate will have some combination of skill as a writer, a designer, a denizen of social media, and facile user of technology. An entrepreneurial and playful spirit is essential.

### Key Responsibilities and Tasks

1. Research, develop, and implement a brand and marketing strategy, standards and practices company-wide that elicit the behavior, emotion, and recognition objectives of Forward Movement.
2. Lead development of key messages for all audiences to communicate our core brand identity.
3. Lead external contractors/vendors and internal team members where appropriate to execute all communication activities and public relations (marketing materials, advertising, client communications, direct mail, marketing campaigns, press releases, content for trade publications, etc.).
4. Oversee the writing of press releases, copy for marketing materials, annual reports, advertisements, and other related material.
5. Manage media relations, research editorial opportunities, and build relationships with key media.
6. Work closely with editorial, development, and website staff to ensure messaging is consistent with overall marketing and communication objectives.
7. Build and maintain strong relationships with internal and external key stakeholders to ensure proper messaging of Forward Movement beliefs, products, and services.
8. Provide monthly reporting to the Executive Director for circulation with appropriate staff and the Board.
9. Contribute to the total effectiveness of Forward Movement, communicating openly, solving problems proactively, offering creative ideas, and working as a positive, engaged team member. Laugh!
10. Develop and manage the marketing budget. Deliver all marketing activity within the agreed budget.
11. Manage all aspects of direct mail, email newsletters, and other marketing collateral.
12. Perform related work as required.

This is a full-time position reporting to the Executive Director. Requires work in the Cincinnati office. Some travel will be required, especially to General Convention every three years. The successful applicant will possess Christian character and be knowledgeable about The Episcopal Church. Forward Movement hires without regard to race, color, ethnic origin, national origin, marital status, sex, sexual orientation, disabilities or age.

Salary will be commensurate with experience. Forward Movement offers a full package of benefits.

Email resume and a portfolio of marketing/communication material to the Rev'd Scott Gunn at [sgunn@forwardmovement.org](mailto:sgunn@forwardmovement.org). Material should be submitted by April 23, 2012.

Forward Movement is an official non-profit agency of The Episcopal Church located in Cincinnati, Ohio. Since 1935 our mission has been “to reinvigorate the life of the church.”

**Forward Movement**  
412 Sycamore Street  
Cincinnati, OH 45202  
[www.forwardmovement.org](http://www.forwardmovement.org)