DIRECTOR OF MARKETING

Are you an experienced marketing professional with the education and expertise to guide the marketing efforts of a fast-growing ministry? Do you have experience with the latest tools and technologies and long for the opportunity to put your skills to work serving God in your work?

God may be calling you to serve at MBF.

MBF is a Christ-centered organization dedicated to transforming lives by building sustainable medical ministries in developing countries. Through long-term partnerships, MBF equips the local church with tools and resources that allow them to meet the health care needs of their community and to share the Gospel. For over 50 years, MBF has served Christian partners in 34 countries helping them grow their capacity to deliver quality health care with a goal of sustainability.

Director of Marketing Duties Include:
• Analyzes target market information to identify and recommend effective marketing approaches.
• Prepares effective advertising campaigns based on market research.
• Recommends marketing strategies which include email fundraising as well as direct donor solicitation.
• Brand and product marketing management - directs and implements MBF’s advertising and promotional activities.
• Responsible for grant reporting materials, public relations, graphic design, partner engagement support, and major donor campaigns and donor database management.
• Collaborates with senior executives to recommend growth plans for the organization.
• Forecasts, drafts, implements, and oversees the department’s operating budget.
• Supervises department staff and provides constructive and timely performance evaluation.

Required Skills and Abilities:
• Excellent verbal and written communication skills.
• Thorough understanding of marketing strategies and practices.
• Excellent attention to detail, interpersonal and organizational skills.
• Strong analytical, problem-solving skills, supervisory and leadership skills.
• Ability to handle multiple tasks, prioritize and complete projects in a timely manner.
• Proficient with Microsoft Office Suite or related software.

Required Qualifications:
• Committed Christian, active in a local church
• Bachelor’s degree in marketing, business administration or related field
• A minimum of 3 - 5 years’ marketing experience in a non-profit organization (preferred)
• At least five years of experience in marketing management and long-range planning required
• Excellent project management skills
• Direct experience with:
  o Brand management and development of a marketing strategy
  o Website creation and maintenance.
  o Creation of printed marketing materials and development support
  o Direct mail marketing (both paper and e-mail)
• Proficiency in copywriting
• Effective interpersonal skills – team player with high integrity
• Established roster of non-profit media and PR contacts preferred

If this describes you, and you’re looking for a new challenge with the opportunity to serve God, send us your resume and introductory letter with a statement of faith today to HR@mbf.net, or visit us at www.mbf.org to learn more.

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