

NATIONAL WMU
BIRMINGHAM, ALABAMA



JOB TITLE: *Marketing Strategist*

STATUS: Full-time Equivalent (36-Hour Work Week)

HUB ROLE:

To serve as a member of the Content and Marketing Hub, and to provide efficient and strategic direction as it relates to WMU marketing.

KEY RESPONSIBILITIES:

- Conduct in-depth market research to identify new market opportunities and consumer preferences to support campaign creations.
- Forecast market trends; analyze sales and marketing metrics.
- Generate innovative ideas to promote our brand and our products.
- Provides strategic direction for the creation and execution of integrated marketing strategies, including plans for print and digital media, automated marketing process, budget, and schedules.
- Recommends pricing, sales initiatives, and other strategic decisions based on trends, sales, and customers.
- Develops marketing campaigns and supporting communication plans and internal and external audiences.
- Maintains visual branding standards within the content and marketing hub for resources.
- Facilitates the development of marketing goals and administers marketing budget.

QUALIFICATIONS:

- Bachelor's degree and five to eight years progressive work experience in marketing.
- Product design/development experience.
- Ability to work within a Christian context to communicate across cultures.
- Member of the Christian faith and Southern Baptist church involvement on the local level.
- Knowledgeable of the Southern Baptist Convention and WMU, preferred.

Lifestyle:

Our organization plays a vital role in fulfilling the Great Commission through the partnership and support of individuals, churches, and associations. Every employee of WMU, therefore, functions as a minister of the Gospel through our role in fulfilling the Great Commission with which we have been charged. All employees must commit to living a life of personal holiness in imitation of Jesus Christ and bringing glory to God the Father in carrying out all assigned responsibilities, by the power of the Holy Spirit.

If you are interested in this position, submit your resume to Human Resources:

- Email: hr@wmu.org
- US mail: 100 Missionary Ridge, Birmingham, AL 35242