

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.

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

Resumes are kept in our applicant database for 12 months.