

MARKETING DIRECTOR

Location: Nashville, TN

Terms: Permanent/Full-time

FLSA Status: Exempt

Benefits: Refer to Employee Handbook

Direct Report: CEO

ABOUT US

Pure Desire Ministries International (PDMI) is a biblically based and clinically informed ministry committed to provide hope, healing and freedom from sexual brokenness and betrayal trauma through Jesus Christ.

JOB DESCRIPTION

The Marketing Director provides strategic leadership for all organizational marketing, branding, communications, and online revenue growth efforts across PDMI. This role is responsible for developing and executing comprehensive strategies that strengthen brand awareness, engage supporters, and drive sustainable online sales through digital platforms, including e-commerce, campaigns, and conversion-focused initiatives. With a deep understanding of the church and PDMI's target audience, the Marketing Director ensures that marketing initiatives effectively support ministry impact while building, scaling, and optimizing digital sales channels to support long-term organizational growth through digital, print, and community engagement.

DUTIES & RESPONSIBILITIES

Strategic Leadership & Planning

- ☐ Develop and implement an annual marketing strategy aligned with organizational goals, including communications and design.

- ☐ Strengthen brand identity and ensure consistent messaging across all programs and platforms.
- ☐ Provide data-driven insights and recommendations to leadership regarding marketing performance and opportunities.

Digital & Content Marketing

- ☐ Oversee all digital marketing efforts, including website content, email campaigns, social media, podcast, lead generators, events, and online advertising.
- ☐ Lead content creation for storytelling, donor engagement, program highlights, and impact reporting.
- ☐ Ensure content reflects the organization's faith-based values, voice, and mission.
- ☐ Develop, strengthen, and preserve the PDMI brand across the organization (logo, web presence, merchandising, video, blog, and podcast development, publications, etc).

Fundraising & Donor Engagement Support

- ☐ Collaborate closely with the Advancement Director to create donor-focused campaigns, event marketing materials, and fundraising communications.
- ☐ Support marketing strategies that grow donor engagement, volunteer participation, and community awareness.

Team Leadership & Collaboration

- ☐ Supervise marketing staff, contractors, and creative partners as needed.
- ☐ Work cross-functionally with Directors to ensure unified messaging and mission alignment.
- ☐ Manage the marketing budget and ensure effective stewardship of resources.
- ☐ Other duties as assigned

SKILLS & QUALIFICATIONS

- ☐ Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- ☐ 7+ years of progressively responsible experience in marketing or communications.

- ☐ Strong commitment to PDMI's vision, mission, and values.
- ☐ Demonstrated success in leading marketing strategies and managing multiple projects.
- ☐ Excellent writing, editing, and storytelling skills with the ability to communicate for diverse audiences.
- ☐ Proficiency with digital platforms (social media, email marketing tools, CMS, analytics tools).

PERSONAL ATTRIBUTES

- ☐ Mission-driven leader with high integrity and a collaborative spirit.
- ☐ Strategic thinker with the ability to execute tactically.
- ☐ Creative problem-solver with strong attention to detail.
- ☐ Compassionate communicator capable of representing the organization's values with authenticity.

PREFERRED

- ☐ Familiarity with (digital) fundraising marketing, online sales, and donor engagement strategies.
- ☐ Familiar with React (Next.js), frontend on AWS, Amplify, custom Fastify-React CMS behind an AWS ELB, backed by a NoSQL document database.
- ☐ Experience in nonprofit or faith-based organizations.
- ☐ Graphic design and video production oversight experience.

REQUIRED

- ☐ Upon hire, all PDMI employees will be required to read and sign a PDMI Faith and Lifestyle Expectations Agreement.
- ☐ Upon hire, all PDMI employees will be required to use Accountable2You reporting accounts when using PDMI computers, networks, and applications (Digital Assets). PDMI will provide an Accountable2You account that will cover your office workstation and any machine that is used for conducting work for PDMI.
- ☐ Upon hire, all PDMI employees agree to adhere to PDMI's vision, values, and best practices.