

Job Description

DIRECTOR OF MARKETING

- REPORTS TO:** Chief Operating Officer
- BASED AT:** Barnabas Foundation, Crete, IL
- SCHEDULE:** Full-time. Flexible 40-hr/week schedule between hours of 7:30 a.m. and 5:30 p.m.
- OVERVIEW:** The Director of Marketing provides strategic and relational leadership for all marketing and communications efforts, shaping how Barnabas Foundation inspires, educates, and serves generous Christians and member ministries.
- PURPOSE:** This role guides the clear and compelling communication of planned giving options, helping believers understand and confidently engage in tax-wise, God-honoring stewardship of the resources entrusted to them, both now and for generations to come. With a forward-looking and collaborative mindset, the Director of Marketing leads innovative approaches to extend reach, deepen relationships, and invite more Christians into faithful generosity. Central to this role is cultivating a strong, mission-aligned marketing team marked by excellence, collaboration, and service.

KEY RESPONSIBILITIES

- 1. Stewardship-Centered Messaging**
Lead the development and dissemination of clear, compelling, and faith-rooted messaging that integrates biblical stewardship principles while faithfully representing Barnabas Foundation's values and services.
- 2. Integrated Marketing and Communications Strategy**
Design, execute, and oversee cohesive marketing and communications strategies that combine trusted channels with emerging tools, including print and digital publications, email campaigns, websites, digital storytelling, social media platforms, advertising, and conferences.
- 3. Innovation and Technology Stewardship**
Thoughtfully explore and implement emerging technologies, including artificial intelligence and data-informed insights, to enhance content development, audience engagement, personalization, and operational effectiveness, guided by Christian values and ethical stewardship.
- 4. Brand Leadership**
Lead the care and consistency of the Barnabas Foundation brand, ensuring all communications reflect the organization's mission and values.

5. Member Ministry Support

Develop and refine marketing tools and resources that equip member ministries and churches to clearly and confidently communicate the value of planned gift opportunities and Barnabas Foundation's services to their supporters.

6. External Partnerships

Build and manage relationships with third-party vendors, agencies, and consultants as appropriate to strengthen marketing capacity and support specialized initiatives.

7. Organizational Leadership

Contribute to the strategic direction of Barnabas Foundation as a member of the management team, offering insight on engagement trends, growth opportunities, and communication priorities.

8. Team Leadership and Development

Lead, mentor, and support the marketing team, fostering a culture of collaboration, creativity, accountability, and service. Provide clear direction, professional development, and encouragement to help team members thrive and make meaningful contributions to the mission.

QUALIFICATIONS

The qualifications of the successful candidate for this position include:

1. Total commitment to Jesus Christ as your Lord and Savior and a desire to live with Him for eternity.
2. A clear calling to help Christians live out faithful stewardship, grounded in the conviction that all resources belong to God and are to be managed for His purposes.
3. Bachelor's degree in marketing, communications, or a related field required; an advanced degree or additional relevant training is a plus.
4. Ten or more years of progressive marketing experience, including demonstrated leadership responsibility and staff management; experience with nonprofit planned gift marketing is highly valued.
5. Proven experience with both traditional and digital marketing strategies, including social media engagement, audience segmentation, and content development.
6. Working knowledge of emerging marketing technologies, including AI-assisted tools, with discernment to apply them thoughtfully, responsibly, and ethically.
7. Exceptional written and verbal communication skills, with the ability to explain complex ideas clearly, graciously, and in ways that build understanding and trust.
8. A personal practice of responsible Christian financial stewardship and active participation in a local church community.

Salary

This is a salaried position with a budgeted annual salary range of \$90,000 to \$125,000.

Interested individuals should send their cover letter and résumé to:

jobs@barnabasfoundation.org