

Job Title	Director of Communications and Marketing		
Employee's Name		Date Prepared	
Organization	YFC International Ministries	Department	Communications
Supervisors Names & Titles	CEO Dave Brereton	Location of Service	International Service Center Denver OR Remote
To be completed by HR:	Full-time, 40 hours/week	Additional Notes:	Support Raising \$85,000-\$95,000
FLSA Status	Exempt		<b>Admin Support Staff</b>
<b>POSITION PURPOSE</b>	<p>Youth for Christ is a missionary movement entrusted with a global vision and committed to a mission of youth evangelism, discipleship, social involvement, and leadership development. The YFC International Ministries (YFCI) Employee Handbook governs all YFCI staff.</p> <p>The role of this position is to manage YFCI's public relations and communications strategy, including both internal and external communications:</p> <p><i>Public relations</i> Oversee all official communication channels between YFCI and the public, such as press releases, social media, newsletters, annual reports and public statements. This includes developing messaging and content, brand recognition, and a solid social media presence.</p> <p><i>Internal communications</i> Oversee newsletters and company intranets.</p> <p><i>Marketing:</i> Telling the story of how the organisation delivers on its purpose and promise can help in fundraising and recruitment of staff, volunteers, and board members. By overseeing internal and external communications, developing and executing marketing and communication strategies, and managing other communication staff, YFCI can showcase its presence around the world online and in print, written and video/audio.</p>		
ESTIMATED PERCENTAGE OF TIME	ESSENTIAL DUTIES		
5%	<p><b>Spiritual Responsibilities:</b> The overriding religious purpose and mission of Youth for Christ is to communicate the Gospel of Jesus Christ to young people and their families. YFCI staff endeavor to make, educate, and encourage life-long disciples of the Lord Jesus Christ. Employees of YFCI commit to the YFCI statement of faith.</p> <p>The following responsibilities of a spiritual nature will apply to your position within our organization:</p> <ol style="list-style-type: none"> <li>1. Seek God's guidance and wisdom, through prayer and meditation.</li> <li>2. Participate in and occasionally lead regular times of prayer and worship.</li> </ol>		

	3. Participate in and occasionally lead times of study from the Holy Bible.
15%	<b>Partner Development.</b> Staff are responsible to fundraise for the ministry of YFCI. This includes meeting and connecting with donors to YFCI.
40%	<b>Marketing and Public Relations:</b> <ul style="list-style-type: none"> <li>• Create/manage the marketing/public relations and branding strategies</li> <li>• Enhance YFCI's brand identity</li> <li>• Partner Development           <ul style="list-style-type: none"> <li>○ Fundraise, meet and connect with donors</li> <li>○ Work closely with the Development team to provide the content and resources needed</li> </ul> </li> <li>• Content Creation and Management to align with organisational Marketing and Branding strategy           <ul style="list-style-type: none"> <li>○ Oversee the development of engaging content for various channels</li> </ul> </li> <li>• Crisis Communication Management</li> </ul>
40%	<b>Internal Communications:</b> <ul style="list-style-type: none"> <li>• Develop and implement a strategic communications plan to include efficient channels of distribution of internal resources and information</li> <li>• Develop and implement the appropriate publication pieces</li> <li>• Ensure that the YFCI World (Intranet) is current and relevant</li> <li>• Develop and maintain a clear Crisis Management Policy</li> <li>• Identify challenges and emerging issues faced by the organisation and execute appropriate strategies and solutions</li> <li>• Serve as communication advisor to YFCI leadership</li> <li>• Supervise the Communications and Marketing department</li> </ul>

**EMPLOYEES ARE HELD ACCOUNTABLE FOR ALL DUTIES OF THIS JOB**

**JOB SPECIFICATIONS**

KNOWLEDGE/SKILLS AND EXPERIENCE	
EDUCATION	Bachelor's Degree in journalism, public relations preferred
EXPERIENCE	Minimum of five years experience in marketing, communications or public relations with demonstrated success, preferably in the not-for-profit or association sector. Experience working with volunteers is desirable.
ON THE JOB TRAINING	Yes
EQUIPMENT UTILIZED	To perform this job successfully, an individual should have knowledge of Word Processing software; Spreadsheet software and Internet software.
TRAVEL REQUIREMENTS	This job includes multiple international trips each year.

MANAGE BUDGET YES / NO	Yes
SUPERVISORY RESPONSIBILITY # OF INDIVIDUALS	Communications and Marketing department
COMPETENCIES	<p>To perform this job successfully, an individual should demonstrate the following competencies:</p> <ul style="list-style-type: none"> <li>• Strategic Communication and Planning</li> <li>• Non-Profit Sector Knowledge</li> <li>• Interpersonal and Leadership skills</li> <li>• Media Relations</li> <li>• Content Creation and Management</li> <li>• Digital and Social Media</li> <li>• Technical Proficiency</li> <li>• Internal Communication</li> <li>• Crisis Communication Management</li> </ul>

NOTE: This job description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the job.

**Acknowledgement**

I acknowledge that I have read and understand the above job description in its entirety and am capable of performing all of the stated requirements.

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**Employee Signature**

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**Date:**

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**Supervisor Signature**

\_\_\_\_\_  
**Date:**