



Puritan Reformed

THEOLOGICAL SEMINARY

Chief Marketing Officer (CMO)

Qualifications

- Proven experience in a marketing role, preferably within the nonprofit sector or a similar mission-driven organization.
- Strong understanding of religious or spiritual values and the ability to incorporate them into marketing strategies.
- Leadership experience with a demonstrated ability to inspire and lead a team.
- In-depth knowledge of digital marketing, including social media, email campaigns, and community engagement.
- Excellent communication skills with the ability to convey the organization's mission effectively.

Key responsibilities include:

- **Market Research and Analysis:** Understanding market trends, church and student needs, and "competitor" activities to inform marketing strategies.
- **Strategy Development:** Creating and executing marketing plans that align with business objectives, including setting budgets and timelines.
- **Campaign Management:** Designing and overseeing marketing campaigns across various digital, print, and social media channels.
- **Brand Management:** Ensuring consistent brand messaging and identity across all marketing materials and channels.
- **Team Leadership:** Leading and coordinating with marketing team members and other departments to achieve marketing goals.
- **Performance Monitoring:** Analyzing the effectiveness of marketing campaigns and strategies, using data to make informed decisions and adjustments.
- **Stakeholder Collaboration:** Working with internal teams, external partners, and vendors to execute marketing initiatives.
- **Innovation and Adaptation:** Staying updated with the latest marketing trends and technologies, adapting strategies to meet changing market conditions.

Applications with references can be sent by email to Dr. Marjolein (Jo) de Blois, Chief of Staff, at jo.deblois@prts.edu