



**MADE
FOR
MORE**

Alabama Rural Ministry (ARM)

Communication/Marketing Position Outline

Position: Marketing and Communication Director for Home Repair Ministry

Are you a passionate and driven individual with a heart for serving others? Do you have experience in marketing and communications, and a desire to use your skills to make a positive impact in your community? Do you have a heart for the poor and desire to see more people engaged in serving their community and extending Jesus' love to those in need? If so, we have an exciting opportunity for you.

Alabama Rural Ministry (ARM), a Christian home repair ministry, is seeking a Marketing and Communication Director to join our team and help us spread the word about our mission and ministries. As a ministry dedicated to helping low-income families and individuals with home repairs, we are looking for a dynamic and experienced individual to lead our marketing and communication efforts. These efforts are to increase and improve volunteer and donor engagements as well as communicate the need and importance of home repair and renovation with families surviving on low-incomes.

Responsibilities:

- Develop and implement marketing strategies to promote our ministry and its services
- Plan and execute communication campaigns to increase public awareness and engagement
- Create and maintain a strong online presence through social media, website, and email marketing
- Collaborate with team members to gather and create compelling stories, photos, and videos to showcase our impact to donors and other ministry stakeholders
- Cultivate relationships with media outlets and secure coverage for our events and initiatives
- Manage and track marketing budget and report on ROI
- Stay current with industry trends and best practices in marketing and communication
- Become proficient in the Storybrand Marketing Framework
- Participate in ministry team devotionals, prayer meetings, and other ministry based functions.

Requirements:

- Bachelor's degree in marketing, communications, or a related field
- Proven track record of developing and executing successful marketing campaigns
- Excellent written and verbal communication skills
- Able to manage website platforms
- Strong understanding of social media platforms and digital marketing strategies
- Knowledge of graphic design and video editing is a plus
- Passion for serving the community, a heart for those with low incomes and a desire to make a positive impact

Preferred:

- 2 years of communication/marketing experience
- Able to use WordPress platform for website design/management

This is a full-time position with competitive salary and benefits. The Marketing and Communication Director will report to the Executive Director and work closely with other team members to achieve our organization's goals.

If you are a highly motivated and creative individual who wants to use your skills for a meaningful cause, we encourage you to apply for this position. Join us in our mission to improve the lives of those in need through home repairs. Submit your resume and cover letter to Lisa Pierce, lisa@arm-al.org or call 334-501-4276 ext 400. Serious inquiries only, please.

We will send you a follow-up application and further instructions into our placement and discernment process.

Thank you for your interest in our home repair ministry. We look forward to hearing from you