HOPE worldwide desires to hire an exceptional marketing leader to fill the role as a Director of Marketing. The successful candidate will develop key strategies and campaigns that will provide brand awareness and engagement with our audience across all platforms. We are looking for a strategic leader who is a marketing pro (guru), business-oriented, creative, and an out-of-the-box mindset professional who will fit with our collaborative culture. We are a company that has a mission to inspire greater hope in our world; if you have a similar vision, then we want you to apply.

Position Title: Director, Marketing  
Requisition #: 2022-05  
Supervisor: Sr. Director of Marketing & Communications  
Effective Date: June 2022  
Status: Full-time  
Location: Atlanta, GA

Responsibilities
- Develop and manage key strategies and campaigns to support overall brand for digital and traditional marketing  
- Produces video, print, digital, and email content  
- Develops and writes copy, emails, and press releases  
- Tracks and measures analytics providing key insights and recommendations  
- Responsible for campaign budgets  
- Support the general coordination and communication for marketing projects: working with partners, wrangling assets, working proactively toward milestones, communicating cross-departmentally, and meeting deadlines  
- Manage a team of direct reports and contractors  
- Identify new industry trends that will captivate our audiences

Qualifications
- 7+ years of experience in marketing  
- Proven strategic track record in social, web, email, print, and video  
- Degree or certification in Marketing, Communications, Advertising or relevant field  
- Strong knowledge of various marketing tools such as Hootsuite, MailChimp, Google Analytics, Asana, Microsoft Office  
- Proficient with social media applications: Facebook, Twitter, LinkedIn, Instagram, YouTube, and TikTok  
- Strong written and verbal communication skills  
- Skilled in producing content from ideation to launch  
- Excellent analytical skills and a knack for data analysis  
- Strong problem-solving skills and ability to meet deadlines while juggling multiple tasks and responsibilities  
- Energetic, creative, and detail-oriented individual comfortable with working alone and in collaboration with a team  
- Graphic, web design, and video editing skills are a plus  
- Ability to travel as necessary  
- Recognized by HOPE worldwide as being a spiritually fit Christian holding to fundamental Christian principles
• Passionate about loving and serving people in our world

Benefits
• Eligible for full benefits package (medical, vision, dental) + retirement benefits (plus matching!)
• Fantastic paid time off package (includes vacation, sick and holidays)
• Up to five days per year paid time off to volunteer for HOPEww programs
• Serve, love, and work with people around the world to inspire greater hope

Apply
Please send resume and cover letter to hr@hopeww.org.

About HOPE worldwide
HOPE worldwide is an international charity that changes lives through the compassion and commitment of dedicated staff and volunteers to deliver sustainable, high-impact, community-based services to the materially poor and needy. Today HOPE worldwide serves more than 1.5 million people annually on every inhabited continent. After 30 years, HOPE worldwide continues to be an organization dedicated to serving, teaching, healing, and loving communities made vulnerable due to poverty, disease, or disasters. Together we can inspire greater hope in our world.

To learn more about HOPE worldwide visit hopeww.org. Connect on Facebook, Instagram, YouTube, LinkedIn, Twitter, and TikTok for the most current news on programs around the world.