

# HALF | TIME

## I N S T I T U T E™

### *Marketing & Event Manager*

#### **Organization Overview**

The [Halftime Institute](#) offers year-long programs designed for successful, high-capacity leaders entering mid-life with a high desire to pursue a second half of significance. Through teaching, coaching & connecting, we help marketplace leaders discover God's calling on their lives and engage in the issues Jesus cares about.

#### **Position Summary**

The Marketing Manager position will be responsible for the management and coordination of all marketing strategies focused on awareness, lead generation, content creation and brand messaging, across all media platforms. This position will report to the COO/Vice President of Marketing.

#### **Primary Responsibilities**

- Collaborate with the Admissions Team to develop and implement lead generation strategies
- Monitor, review and report on all marketing activities and results
- Lead the creation and updating of marketing materials both printed and digital
- Continuously improve mindset toward website excellence including devising strategies to drive online traffic (SEO, remarketing, etc.)
- Lead social media strategy and engage with clients/prospects/alumni through social media
- Help with strategic direction for all client events and provide leadership to Event Coordinator
- Serve as liaison to strategic marketing partners
- Work closely with Management to create annual marketing plan and 5-year strategic plan
- Provide marketing support to all parts of the organization
- Ability to teach and learn, advance and defend ideas and concepts in order to reach cultivated and strategic consensus
- Courageous enough to challenge status quo and emotionally intelligent enough to know when the most courageous response may be to fight another day

#### **Key Competencies**

- Excellent written and verbal communication skills
- Organized and strong project management skills
- Creative and adaptable
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, social media, production, etc.
- Ability to lead a small, agile marketing team effectively
- Professional judgment and discretion
- Ability to work well within a small team environment
- Intimate understanding of traditional and emerging marketing strategies and channels

#### **Education and Experience:**

- Bachelor's Degree in business, marketing or related field
- 5-7 years' experience in marketing
- Technical marketing skills
- Relevant industry knowledge
- Non-profit work/experience (preferred)
- Salesforce knowledge and experience (preferred)
- Event planning experience (preferred)