



## GENERAL COUNCIL ON FINANCE & ADMINISTRATION UNITED METHODIST CHURCH

### Strategic Marketing Manager

GCFA is presently seeking candidates for an addition to the Communications and Marketing team in the position of Strategic Marketing Manager. The successful incumbent will be responsible the development of strategic marketing plans, managing the execution of those plans and measure results to ensure achievement of agency goals. Will serve an essential role in defining and implementing strategic initiatives through branding, marketing, graphic and digital communication for the agency, collaborating with the Branding and Creative Services Manager. Will assist the Director of Communications and Marketing and the Chief Officer of Shared Services to identify, document and execute a growth strategy for GCFA. This person will also work with the agency leaders to identify and prioritize a strategic plan for core and adjacent markets, and help align the agency's shared services portfolio to address those needs. Assist the Director of Communications and Marketing with developing and implementing communications and marketing campaigns.

#### Qualifications:

- Bachelor's degree in marketing or related business field with emphasis on graphics communications.
- Strong time management, multitasking, organizational and communication skills; ability to meet tight deadlines and make decisive judgments and evaluations.
- Demonstrated ability to interact professionally with client representatives, accurately assess the needs of the client, and manage customer expectations, approval workflows and client satisfaction.
- Demonstrated ability to maintain high levels of accuracy while adhering to strict deadlines and managing multiple projects simultaneously.
- Self-motivated, detail-oriented, and manage multiple and competing priorities.
- Knowledge or willingness to learn United Methodist denominational polity and organizational structure essential.
- UMC Member is preferred

Email resume and cover letter to [jobs@gcfa.org](mailto:jobs@gcfa.org)

Closing Date: April 7, 2017

***No Staffing Agencies or Recruitment Firms***