Marketing and Public Relations Director

We are seeking a Marketing and Public Relations Director to join the Barnabas team!

Barnabas Foundation is a Christian ministry that includes Camp Barnabas (www.campbarnabas.org) a camp providing life-changing experiences to individuals with special needs as well as the youth who serve them. It also includes Barnabas Prep (www.barnabasprep.org), a collegiate ministry in Branson, Missouri serving young adults seeking to grow in their independence.

The primary role of the Marketing and Public Relations Director is to strategically plan, develop, and deliver a fully integrated marketing and communications strategy for all Barnabas entities.

This position is located in Springfield, Missouri and reports to the Chief Operation Officer.

Description of Duties and Responsibilities:
- Supervise marketing team and provide marketing direction, guidance and feedback to department directors.
- Develop the overall marketing strategy: communications, branding, creative concepts, and design for Barnabas Foundation and Camp Barnabas.
- Oversee and copy, layout, and design of all printed materials.
- Oversee social media strategy efforts, website design and content.
- Serve as the organization’s main spokesperson and media contact; manage relationships with media and create new ideas for pitching story content.
- Oversee crisis communication strategy and orchestrate drills, as needed.
- Maintain the Barnabas brand with consistent, accurate and professional promotional materials.
- Conduct brand research, as needed.
- Consult closely with the Chief Operations Officer to define creative marketing materials and programs to meet the organization’s mission and objectives.
- Oversee department budget.
Requirements
- Bachelor's degree in a related field such as communications, writing, marketing, public relations, marketing, multimedia, etc.
- 5+ years experience preferred.
- Strong communication skills with attention to detail (written and public speaking).
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- Ability to work under pressure, in a changing environment.
- Crisis communications experience preferred.

Barnabas Foundation Statement of Faith

We believe the scriptures of both the Old and New Testament to be the inspired Word of God and are the supreme and final authority on faith and life. We believe God exists in three persons: Father, Son, and Holy Spirit. We believe man was created in the image of God. Man sinned against God, and the wages of sin is death, resulting in both physical and spiritual separation from God. All human beings are born with a sinful nature and are in need of a Savior. We believe in the resurrection of Jesus Christ into heaven where He serves as our Great High Priest. We believe in the bodily resurrection of the just and the unjust and the everlasting life of the saved and the eternal punishment of the lost.

APPLICANTS: To apply, please send a resume and cover letter to krystal@campbarnabas.org