

THE MOMCO

DIRECTOR OF MARKETING

Reports to: CEO

Status: Exempt

Hours: Full Time

Location: Preferred local: Denver, CO

Overview: This isn't a traditional marketing job. MomCo reaches millions of moms every year across more than 100 countries. We create experiences, content, products, and communities that help moms realize their potential as mothers, women, leaders, and followers of Jesus. We're looking for someone who loves bringing big ideas to life. Our CEO serves as the primary creative visionary and strategist for the organization, and voice of the brand. This role exists to transform vision into action by leading an exceptional team, building healthy systems, and ensuring great ideas become exceptional experiences.

You'll lead a talented creative team of marketers, designers, writers, producers, social media specialists, and project managers. You'll create clarity where others see chaos. You'll help ideas move from whiteboard to reality. You'll build systems that allow creativity to flourish instead of getting stuck. You are the person who helps everyone else do their best work.

WHAT YOU'LL OWN

Lead an Extraordinary Team

Coach, develop, and inspire a multidisciplinary marketing team.

- Create healthy processes that allow creative people to do their best work.
- Remove obstacles, improve communication, and increase accountability.
- Build a culture where excellence and kindness coexist.
- Recruit and develop exceptional talent.

Turn Vision into Reality

Partner closely with the CEO to transform organizational priorities into world-class campaigns.

Ensure every campaign is executed with excellence, on time and on brand.

Lead execution across:

- Brand marketing
- Digital marketing
- Social media
- Podcast network
- Content marketing
- PR and influencer partnerships
- Events

- Product launches
- Customer communications
- Community growth

Grow the Mission

Lead marketing initiatives that:

- Increase awareness of MomCo.
- Grow participation in MomCo Groups.
- Sell out MOMCON.
- Expand our digital community.
- Increase engagement across every channel.
- Strengthen customer loyalty and experience.
- Support fundraising and strategic partnerships.
- Ensure that all marketing and customer experience efforts are trendsetting, innovative, and effective.
- Lead research initiatives, leveraging insights to inform strategic decisions, grow media engagements, and position MomCo as a thought leader.

Build Better Systems

We're looking for someone who loves making complicated things simple.

Develop processes that make a creative organization more effective.

Improve:

- planning
- workflows
- communication
- reporting
- campaign management
- budgeting
- technology
- cross-functional collaboration

Advertising and Partnerships

- Develop and execute a strategic plan to acquire and grow advertising revenue across all media channels under your purview.
- Achieve and exceed revenue goals
- Lead the execution of campaigns and partnerships that drive measurable results while balancing stakeholder needs.

Executive Leadership

As a member of the Executive Leadership Team, you'll help shape the future of MomCo. You'll think beyond marketing, helping guide organizational priorities while collaborating across every department.

- You see yourself as an organizational leader first and a marketing leader second.

- Contribute to a thriving culture for the entire organization that is passionate and contagious.
- Contribute proactively to shape and successfully implement strategic and annual plans.
- Lead, manage and develop assigned staff to meet strategic and annual goals.
- Manage the implementation of the team's annual budget and meet budgetary and missional goals.
- Stay abreast of trends.

Who You Are

- An exceptional leader who enjoys helping other people shine.
- A builder who loves execution as much as strategy.
- Calm under pressure and steady when emotions run high.
- Highly organized without becoming rigid.
- Creative but also able to do the work.
- Energized by checking things off the list instead of endlessly brainstorming.
- The kind of leader people trust because you bring clarity, not drama.
- You find deep satisfaction in helping great ideas become reality. You don't need to be the face of the work to be proud of it.

Success Looks Like

- The marketing team is healthy, motivated, and highly aligned.
- Campaigns launch on time with excellence.
- Cross-department collaboration feels easy.
- The CEO spends significantly less time managing marketing execution.
- MomCo's brand awareness and engagement continue to grow.
- MOMCON sells out.
- Marketing becomes known internally as the team that gets things done.

JOB QUALIFICATIONS

- 7+ years of progressive marketing leadership.
- Experience leading creative teams in a fast-paced environment.
- Strong project management and operational leadership.
- Proven success managing complex campaigns from concept to execution.
- Exceptional communication and relationship-building skills.
- Experience leading through change and building healthy team culture.
- Strong organizational and financial management skills.
- Follower of Jesus and able to faithfully sign and uphold the MomCo Faith and values Statement.

BENEFITS + COMPENSATION

Benefits

- Unlimited PTO
- Healthcare Insurance

- Dental Insurance
- Vision Insurance
- Flexible Spending Accounts
- 403 (b) Retirement Savings Plan
- Short-term Disability Insurance
- 13 holidays per year
- 1 spiritual retreat day per year

Compensation

Pay Range \$80,000 to \$90,000 annually depending on experience