



Job Description

Position Title:	Marketing and Sales Director
Established:	October 30, 2015
Classification:	Full Time Regular
Job Location:	Grand Rapids, Michigan
Reports To:	Senior Vice President of Operations
Direct Reports:	Marketing Project Manager
Key Relationships:	Regional Directors, Vice President of Development, Associate Vice President of People and Organizational Development, Central Services Director, Market Directors, DesignVox

Position Summary

The Marketing and Sales Director work collaboratively with the SpringHill's Operations Team and with designated internal personnel and external consultants to develop, communicate and implement a comprehensive marketing and sales plan that promotes SpringHill and stimulates growth in both overnight and day camps and other camp programs. The Marketing and Sales Director will also manage all communication of SpringHill's brand ensuring consistency in tone and presentation.

Key Job Functions

- Create and drive the overall strategy and tactic for SpringHill marketing and sales.
- Analyze key market trends going on in the marketplace and develop responses to these trends to ensure that SpringHill can continue to reach as many campers as possible.
- Develop and manage the marketing/sales budget in the effort to obtain the best return on investment for SpringHill.
- Assist with key sales presentations with current and future partners to ensure consistency in communication and to develop tools to aid in the sales process.
- Provide support to other SpringHill departments/teams that need marketing and communications assistance (Development, Operations, Recruiting).
- Be a champion for SpringHill brand consistency throughout the organization including oversight of website, advertising, signage, social media, publication activities and other forms of communication.
- Complete other duties as assigned by the Senior Vice President of Operations.

Experience and Qualifications Requirements

- Commitment to the mission and ministry philosophy of SpringHill.
- A self-starter who is highly motivated and able to work unsupervised for extended periods.
- A Bachelors Degree in Marketing, Communications or a related field required; Masters Degree preferred.
- Minimum of 6 years of effective marketing/sales experience with prior ministry experience preferred.
- Excellent and well-developed oral and written communication skills.
- Must have experience and skills with data analysis, social media, e-marketing, direct mail, retention and referral campaigns.
- Proven ability to work effectively within a team and a collaborative team environment.

- Capable of tactical planning and implementation within a marketing promotions framework.
- Ability and willingness to travel within geographic regions served by SpringHill Camps.

Working Conditions and Physical Requirements

- Must be able to lift, bend, and twist
- Ability to push and pull loads
- Must be able to lift frequently up to 35 lbs.; occasionally 35-100 lbs. with assistance
- Good hand-eye coordination

The above statements are intended to describe the general nature, types of work performed and qualifications required of staff members assigned to this position. They are not intended or should be taken as an exhaustive list of responsibilities, duties, and requirements of personnel so classified. All indicated qualifications, duties and functions are essential job functions for purposes of the Americans with Disabilities Act (ADA).

Revised on: 10/30/2015