



MOPS.ORG

We don't sell mops; we gather moms. Here at MOPS, we believe in the simple but revolutionary idea that remarkable things happen when moms come together. That's why we rally women, in their own neighborhoods, to help them become more brave, kind and honest, one gathering at a time.

We're a family friendly, faith-based organization looking for hungry, smart and humble individuals to grow MOPS and make us better at cultivating communities of moms around the world. We have fun as we work, and when all else fails we eat chocolate and drink coffee together.

If the warm fuzzy feelings you get from serving moms aren't enough, we also offer benefits like health insurance, a retirement plan that MOPS matches, and lots of holidays and vacation days. So get ready to work hard, laugh often and celebrate victories with us along the way.

MOPS International is looking to hire a rock star Campaign Strategist. Join the Marketing Team and play a critical role in helping us reach 1 million moms by developing incredible marketing campaigns and more. Interested? Pick up your laptop, send us your resume, and we'll do an incredibly embarrassing happy dance!

Here's what you need to know:

Key Responsibilities

- Work closely with the Director of Marketing and Membership and Content Manager to plan and execute marketing and communication strategies for all organizational drivers including lead generation and sales, renewal, development, and MOPS alumni.
- Copy write for marketing projects, campaigns, and other mediums.
- Ensure cohesive messaging across the organization.
- Work with team to measure, analyze and track campaigns and content metrics to set optimal marketing practices and evaluate strategies.
- Ensure all copy and creative is world-class and meets brand and marketing requirements.
- Execute successful lead generation campaigns in conjunction with the Sales Team.
- Coordinate Google ad words and social campaigns for lead generation with the Media Strategist.
- Review and approve image choices for marketing collateral related to sales campaigns.
- Be the staff liaison between MOPS International and volunteer alumni to develop a life-long engagement strategy called ROOTS.
- Attend and provide input for relevant creative meetings.
- Editing support as needed.
- Continually look for creative, new marketing opportunities and project developments.
- Invest in a team that is passionate, hardworking, sometimes free-spirited and often hilarious.
- Other duties as assigned.

Job Qualifications

- Follower of Jesus and able to faithfully sign and uphold the MOPS Faith and Values Statement.

- Bachelor's Degree in Marketing, Public Relations or Communications preferred.
- Three or more years of marketing and management experience required.
- Experience and enthusiasm for digital marketing.
- Extremely strong creative and strategic skills.
- Demonstrated excellence copywriting.
- Deep understanding of brand-orientated copy, design and imagery.
- Demonstrated experience creating marketing strategies and campaigns that deliver powerful results.
- Ability to provide documentation, timetables, and follow-up for a wide range of projects simultaneously.
- Strong problem solving skills and analytical ability. Ability to assess situations quickly and evaluate viable options wisely.
- Strong interpersonal skills and experience working in a collaborative, cross-functional environment.
- High level of accuracy and attention to detail. Ability to organize, prioritize, and fulfill responsibilities in a timely manner.
- Tech savvy with strong computer skills (proficient in Word, Outlook, Excel).
- Ability to direct and coordinate off-site contractors as needed.

Details

The Campaign Strategist is a 40hrs/wk in-office position that is eligible for all of our benefits.

Send your resume and cover letter to employment@mops.org so that we can get to know you better. Don't be shy, tell us why this is the perfect job for you and why you're excited about our vision to reach 1 million moms. We can't wait to hear from you!