



SECOND BREATH

LIVE FREELY AND FULLY

Executive Marketing Manager for Second Breath Center

www.secondbreathcenter.com

Ambition

For the past 25 years, the Second Breath Center www.secondbreathcenter.com has educated and trained thousands of people at our Greensboro-based Christian Wisdom School. Our curriculum, classes, workshops and retreats have been described as life changing and transformative again and again.

As content experts, we believe that the world (particularly Christians as well as churches and faith-based nonprofit organizations) need to hear this fresh, inclusive, practice based expression of Christian spirituality. We want to move Second Breath from a “local school” to a global spiritual brand and presence.

Project Overview

We are scaling rapidly with a dynamic array of programs, tools and products designed to meet the spiritual needs of our increasingly digital world.

We are looking for a well-rounded candidate on the executive level who brings a broad range of organizational experience with special focus on marketing and project management.

This person will help strategize, plan, direct and coordinate activities which facilitate the mapping our participant's journey with our programs and products using various technologies. We are seeking a highly competent marketing generalist who has analytical, technical, operational and creative capacities to help grow the Second Breath enterprise.

Responsibilities include:

- Creative, strategic marketing for programs and products through social media, print, tradeshow, public appearances and other channels
- Use data analytics to demonstrate and improve the impact of campaigns run over time for each product, program or service
- Coordinate all media/other constituent contact and ensure that our brand consistently gets print and digital coverage
- Creates marketing/ product development budgets and tracks expenses while creating measures that demonstrate ROI
- Consults with Co-Directors concerning marketing and project management

Skills/experience required:

- 3-5 years in running and evaluating marketing campaigns
- Affinity for current and emergent digital technologies
- 2+ years in executive management role or strong leadership ability
- Ability to define problems, gather data, establish facts, and draw valid conclusions
- Exceptional communication skills--both written and oral and strategic listening skills
- Strong organizational skills - with an ability to implement marketing campaigns
- Self-Motivator - willing to take the initiative
- Active, lifelong learner mentality

Skills/experience preferred:

- Experience in launching and promoting apps
- MBA or BA in Communication/Marketing
- 2-3 years in successful product development and launch
- Design capability

Compensation and Application

Salary range is \$65K-\$80K/year, commensurate with experience. Benefits include 24 vacation days per year (accruing monthly) and 10 paid holidays, as well as insurance options.

Please submit a resume, cover letter, and three professional references to Lisa Boxley at Lisa@secondbreathcenter.com

Timeline

We will begin reviewing applications on August 17th, and we will continue to welcome applications until the position is filled.

Work Environment

Second Breath functions as a distributed team, and applicants must be able to work remotely. Success in working in a geographically distributed and collaborative way requires a demonstrated ability to accomplish timely, high-quality work, handle a variety of duties, adapt to changing priorities, work successfully in a team, and communicate effectively with all segments of an extended community.

Second Breath is an Equal Employment Opportunity (EEO) employer and welcomes all qualified applicants. Applicants will receive fair and impartial consideration without regard to race, sex, color, sexual orientation, religion, national origin, age, disability, veteran status, genetic data, or other legally protected status.

*This is an exempt position. Employees in this position are paid a salary on a monthly basis and are not eligible to receive overtime pay.