



Job Description

Job Title: Program/Marketing Director

FLSA Status: Non-Exempt

Reports To: CEO/ President

Travel: Travel within the state of Virginia

Schedule: Monday through Friday (Flexible/PT)

May be required to work outside of Normal business hours

SPECIAL REQUIREMENTS:

- Must pass a FBI Criminal History record check:
- Must pass a Child Protective Services record check FBI fingerprinting check
- Must pass a tuberculosis screening

Summary: The Program /Marketing Director is responsible for developing and implementing marketing and sales strategies and communications for meeting agreed company objectives. Actively seeks out new clients and projects, maintains relationships with current clients, manages and produces proposal responses for new work, collaborates with the President on communications with potential business partners and clients, maintains the company's online presence and marketing materials, and works closely with the president, to ensure a consistent revenue stream, sales forecasting, and human resources balance in the most cost effective manner.

Essential Duties and Responsibilities include the following and other duties as assigned.

Duties include:

- Drive increased revenue and profit to achieve the Calvary's ambitious growth
- Takes the lead in marketing company services and demonstrates knowledge of company values, approach and services while engaging with other organizations within the community
- Planning and coordinating the implementation of business plans and the penetration of new markets
- Plan marketing and branding objectives
- Ensure brand messages are consistent
- Oversee and direct mental health staff and interns, case manager
- Prepare and coordinate pitches, proposals and RFP responses under the direction of the CEO/President and/or her designee.
- Conducts training sessions with staff/interns, and volunteers
- Responsible for knowledge of regulations and compliance whereby agency maintains all state and federal licensure requirements

Requirements of the role

- Excellent negotiation skills, proven track record of successfully pitching for new business
Proven track record of increasing revenue through generation of leads
- Protects organization's value by keeping information confidential
- Build Company and organization profile
- Speak on behalf of the organization

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

- Any combination of education and experience equivalent to a Bachelor degree in marketing or sales, or other relevant education.

Language Ability:

Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to clients, and other employees of the organization.

Math Ability:

Ability to add, subtracts, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

Reasoning Ability:

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills:

To perform this job successfully, an individual should have an intermediate level of working knowledge with Email, Microsoft Word , Excel and PowerPoint.

Certificates and Licenses:

- Must possess valid Virginia Drivers License.

Supervisory Responsibilities:

Supervise staff.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to walk. The employee is occasionally required to stand; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl and talk or hear. The employee must regularly lift and /or move up to 10 pounds. Specific vision abilities required by this job include Close vision, Distance vision, Peripheral vision, Depth perception and Ability to adjust focus.

Employee Signature Date

Manager Signature Date