

# Director of Global Marketing



FAITHTECH

FaithTech exists to see a Jesus revival awakened in and through technology by practicing redemptive technology design. We are a global network of innovators, technologists, and Jesus-followers working together to build the future differently — with Christ at the center.

We currently have over 45 active city-based communities building 50+ redemptive tech products. At this pivotal moment, we need a visionary and hands-on Director of Global Marketing to help steward our message, share stories of impact, and build a strong communications foundation that serves the movement and gives glory to God.

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## Who You Are

- **Jesus-Centered.** Your life is about the name and fame of Jesus. You love Him, follow Him, and want others to meet Him.
- **Compelled by Story.** You see storytelling as foundational. You love discovering how God is moving and finding ways to share it.
- **Marketing Innovator.** You are constantly asking: how do we leverage frontier technology to improve our work? And you take steps to try new things.
- **Disciple-Maker in Tech.** You long for people in tech to know Jesus, live transformed lives, and live on mission.
- **Builder & Strategist.** You know how to go from vision to execution. You enjoy building frameworks, not just running playbooks.
- **Servant-Leader.** You're not afraid to roll up your sleeves and dig in — whether it's drafting a post, crafting an email, or coaching a city lead.

## What You'll Be Doing

Reporting to the CEO and an active member on the Executive Team, you will:

### 1. Lead Storytelling & Brand

- Discover and tell redemptive stories from across the FaithTech ecosystem — stories of personal transformation, product breakthroughs, and industry change for the glory of God.
- Guard and guide the FaithTech brand — our voice, visuals, and message — alongside the CEO and executive team.
- Shepherd a global storytelling rhythm that helps people feel connected, inspired, and part of something bigger than themselves.

## **2. Build and Execute Global Marketing Strategy**

- Design and implement a global marketing strategy that aligns with FaithTech's mission and season of growth.
- Manage a central marketing calendar across social media, events, email, and campaigns.
- Write and send regular global email updates with compelling stories, vision updates, and invitations to act.
- Define and track key marketing metrics, including content engagement, reach, conversions, and more.
- Recruit and lead a team as needed and within budget to accomplish marketing goals.

## **3. Equip Local Communities**

- Build contextualized marketing toolkits and templates for FaithTech regions and cities around the world.
- Coach regional and city leaders to apply best practices and build momentum in their local contexts.
- Gather and share grassroots stories and content from local meetups, leaders, and projects — and use them to inspire other cities.
- Create peer-to-peer learning environments for city marketers and storytellers to grow together.

## **4. Support Fundraising Through Story**

- Collaborate with the Director of Fundraising to support donor storytelling, campaign messaging, and communications strategy.
- Produce stories, videos, and testimonies to capture impact and drive deeper engagement with givers.
- Contribute to campaign strategy and UX for key fundraising initiatives (e.g. Future of FaithTech).
- Create high-quality digital assets (emails, visuals, decks, social posts) that fuel generosity and trust.

## **5. Lead Strategic Content Projects**

- Oversee high-impact content projects, from global video stories to redemptive tech education series.
- Create and curate original digital content (posts, blogs, videos, reports) using voices and assets from within FaithTech.
- Manage project timelines and team contributors to deliver excellent, on-brand content.

## **6. Strengthen Create Projects & CEO Voice**

- Support redemptive product teams (our "Create" teams) by providing early-stage marketing frameworks and feedback.
- Build simple marketing resources for startup teams to use as they scale.
- Support the CEO's content strategy by helping shape social media posts, keynote messaging, and big storytelling moments.

## Salary & Benefits

- **Salary Range:** \$65-80k USD, based on experience and location.
- **Vacation:** 3 weeks vacation, plus statutory holidays.
- **Benefits:** Includes extended health, dental, vision, and access to a health spending account. Dependent coverage included.
- **Work Environment:** This is a remote role. Candidates must be able to overlap with EST hours and have occasional travel to Waterloo, Canada.

## Ready to Apply?

If you sense God's tug on your heart as you read this, we want to hear from you. Please send the following to [careers@faithtech.com](mailto:careers@faithtech.com):

- A brief note sharing why this role and FaithTech's mission resonates with you.
- A resume or LinkedIn profile.
- (Optional but encouraged) Examples of marketing work you've done — campaigns, writing samples, video, or anything else that reflects your ability to steward story and strategy well.

## Final Word

At FaithTech, we believe Jesus is building something beautiful through the world of tech — and He's inviting us to join Him. We're not just hiring a marketer. We're praying for a servant-leader storyteller who sees every post, every project, every campaign as a way to make Jesus known in a space that desperately needs hope.