



Students

We're hiring... Marketing Specialist

As a Marketing Specialist you will help plan, develop, and implement a comprehensive and innovative marketing, public relations, and promotion program aimed at increasing the awareness and usage of P2C - S by varied user groups. You'll help develop and implement marketing initiatives to help reach our goal of engaging 100,000 students in gospel-conversations annually.

Responsibilities.

- Grow as a leader who is Christ-like in character and full of faith and to pursue expertise in your ministry arenas.
- Conceptualize comprehensive and innovative marketing approach which enhances the image of and generates maximum exposure for P2C - S initiatives, products and mission.
- Recommend effective use of marketing and promotion to increase staff, student, alumni and ministry partner awareness of the full range of initiatives, products and mission.
- Conducts quarterly and annual review of current marketing methods and recommends change.
- Oversees and implements external and internal communication plans
- Facilitate the development of fundraising elements and strategies.
- Develop and manage product marketing to launch new campus movements, and equip volunteers.
- Develop and manage P2C - S and its subsidiaries brand development, and brand awareness.
- Cultivate and maintain a solid ministry partner team.

Skills.

- You excel in marketing/advertising/public relations; identifying, analyzing and creating marketing and promotional activities.
- You have knowledge of marketing principles in targeting different audiences.
- You enjoy brainstorming and group problem-solving techniques; with a willingness to share skills and knowledge with colleagues.
- You are able to interpret trends, define problems, conceptualize solutions and convert to practical applications.
- You are an articulate oral and written communicator
- You enjoy working in a team and can take direction.

Must-Haves.

- University degree or equivalent in a Marketing, Business or Communication
- A deep, growing, intimate relationship with Jesus Christ.
- Commitment to Power to Change's leadership, methods and ministry models.

Locations.

- Guelph, Ontario

Ministry Partner Development.

Successful candidates will have the privilege to build a partnership team that provides financial and prayer support for the ministry. The financial support will cover the costs of the candidate's salary and ministry expenses. We believe that Ministry Partner Development is biblical and God will provide everything necessary to fulfill your calling into ministry: finances, emotional strength and perseverance. Building a ministry partnership team is an integral part of being in ministry.

Apply at join.powertochange.org

Questions: opportunities@powertochange.org

