

Product & Marketing Director

ABOUT GENEROSITY PATH

Generosity Path (GP) exists to see hearts fully surrendered to Jesus through radical generosity. Over the next three years (by the end of 2027), we want to spark local movements of generosity in every nation – a first step towards our greater vision to see a world healed through generosity.

Our primary tool to achieve this is the Journey of Generosity (JOG), a simple, interactive experience that creates a space for people to have conversations about faith, life and money. To date, we have brought together tens of thousands of givers in more than 100 countries across the globe.

Since we are fully and privately funded, we are able to create safe and inspiring environments for people to share without any concern that there will be an appeal for funds.

At GP, there is a Genuine Occupational Requirement for all team members to be practicing Christians. We work hard at growing and sustaining healthy working relationships amongst our team of 29 remote workers, and due to our flourishing culture, we are a certified Best Christian Workplace.



We love that our GP team come from all over the world and speak numerous languages. Please be aware that within our organisation the common language is English.

ABOUT THE ROLE

Objective: lead a team to sustainably grow the Generosity Path brand on a global scale, supported by best-in-class products and built upon strong audience insight.

The Product & Marketing (P&M) Director will be on the Leadership Team and work alongside the other Directors examining, evaluating, and facilitating the needs of the P&M Department and the wider organisation.

They will also maintain a fit-for-purpose P&M team:

- Developing and maintaining clear roles and responsibilities for all team members, including alignment across departments.
- Directing, equipping and empowering their team to co-achieve the responsibilities listed below.

Reports To: The Executive Director

Hours/week: 5 days per week (full-time), however we're open to considering 4 days

This Position is: Freelance/contractor working from home. Ideally applicants will live within a time zone that is conducive to working with a line-manager who is primarily based in Romania

Travel: This position will require international travel

YOUR RESPONSIBILITIES

Build, execute & maintain an effective marketing strategy

- Deliver an overview of all marketing activities aiming to drive awareness and growth – ranging from digital, print, media and social media to market research and direct marketing
- Oversee the development of a cost-effective, multi-channel marketing strategy driven by audience insight
- Develop and employ cross-region marketing campaigns to support the ongoing growth of the brand and product(s)
- Communicate marketing goals effectively, both within the team and the wider business
- Oversee coordination with external agencies

Oversee the use, development and growth of the Generosity Path brand

- Oversee regular reviews and refinement of the Generosity Path brand to ensure it remains authentic, engaging and impactful with key audiences
- Champion the embedding of the Generosity Path brand across the organisation, including volunteer networks

Build audience and sector understanding and insight

- Lead the team and wider organisation to grow its understanding of the target audiences, including core insights in relation to the brand and product(s)
- Continue to develop a contextual understanding of target audiences to ensure sustainable resonance of the Generosity Path brand and products across all regions and countries
- Build a culture of continuous improvement built upon data-driven understanding of brand / product engagement and performance
- Build understanding of the 'generosity sector' including regular reviews of trends, collaborators and competitors to ensure Generosity Path maintains a position at the forefront of the generosity movement

Deliver high quality products through ongoing development and innovation

- Oversee the continuous improvement of the JOG product in line with strategic objectives, including:
 - ongoing enhancement of the end-to-end customer experience
 - ongoing delivery of compelling content and tools, translated & contextualised across the regions to increase impact
 - ongoing development of the product to multiply the number of new JOGs and hosts created through each event
- Oversee product innovation to reach new audiences and meet different needs in line with strategic objectives and alongside the Growth team

Key member of Leadership team supporting organisation-wide objectives

- Core member of the Leadership Team, offering strategic input with an appropriate balance between alignment and challenge
- Oversee the effective use of the P&M budget to support tactical and strategic objectives
- Support Growth team in development of strategic partnerships, working both to release the JOG and safeguard the brand
- Work closely with the Operations Director and team to ensure a fit-for-purpose infrastructure in support of a market-leading product
- Work with the People & Culture department to:
 - oversee the recruitment and onboarding of all new team members
 - ensure ongoing development of team to grow capability, capacity & cohesion

YOUR PROFESSIONAL PROFILE

Essential

- Excellent written and oral fluency in English
- Five or more years of experience in executive leadership roles
- Technical skills – a strong understanding of content writing and creation, customer relationship management (CRM), social media marketing, search engine optimisation (SEO), public relations, email marketing, pay-per-click (PPC) advertising and automation
- Analytical skills – the ability to analyse and review marketing metrics and trends to identify opportunities and threats
- Proven project management success and extensive knowledge of all aspects of marketing
- Excellent leadership skills, with steadfast resolve, personal integrity and the desire to see others flourish
- Experience of working in a fast-past environment with a small team
- An innovative thinker especially in terms of processes; working creatively to ensure processes don't inhibit progress
- A good communicator with the confidence to provide expert professional advice
- Ability to quickly diagnose problems and foresee potential issues
- Strong communication and relationship-building skills, with the ability to persuade and influence others
- Proven ability to work effectively in a cross-cultural environment
- Comfortable working from home most of the time
- Willingness to travel globally

Preferred

- Bilingual - English and another language
- International business experience

YOUR PERSONAL PROFILE

- **GENEROUS:** a strong commitment to the Generosity Path mission & values
- **CHRISTIAN FAITH:** a vibrant and active Christian faith; this is essential for the credibility and performance of this role and the ability to engage people in faith issues specifically regarding generosity
- **AUTONOMOUS:** able to work from own initiative in disciplined manner
- **CRITICAL THINKER:** able to use both qualitative and quantitative data in decision making and problem solving
- **EMOTIONALLY INTELLIGENT:** aware of who you are and how to adapt when part of a team
- **HUNGRY:** to grow in your faith, career and personal development, and to grow others in these areas
- **GLOBAL PERSPECTIVE:** excited by cultural and contextual difference

YOUR NEXT STEPS

For more information please contact: Lucy McDonald: lucy@generositypath.org

To apply: Please send your CV, a cover letter and a statement of faith to Lucy