

# Marketing Manager

## ABOUT GENEROSITY PATH

Generosity Path (GP) exists to see hearts fully surrendered to Jesus through radical generosity. 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 120 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.

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## POSITION SUMMARY

We are seeking a mission-minded and creative **Marketing Manager** to lead our global marketing strategy. This person will steward our brand across multiple channels and cultures, elevate our messaging, and help us engage new audiences while deepening relationships with our global partners and network.

This role requires both strategic thinking and hands-on execution, with a deep alignment to our values of humility, team, and Spirit-led leadership.

Reports To: The Product & Marketing 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

Travel: This position will require some international travel

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## KEY RESPONSIBILITIES

### *Strategy & Leadership*

- Develop and implement a comprehensive, multi-channel marketing strategy aligned with Generosity Path's global vision.
- Ensure brand consistency across all platforms and partner implementations.
- Translate our mission into compelling, culturally relevant storytelling for diverse audiences.

### *Content & Communications*

- Lead the creation and distribution of digital content (social media, newsletters, blogs, videos, etc.).
- Oversee website updates and optimization, ensuring clarity, engagement, and global accessibility.
- Collaborate with program teams to design materials and campaigns that support experiences (e.g., Journey of Generosity, Collective Impact Alliance).

### *Partner & Audience Engagement*

- Equip and support local and regional leaders with branded templates, toolkits, and marketing resources.
- Develop communication strategies to engage donors, ministry partners, and new audiences.
- Analyse audience feedback and engagement data to refine messaging and impact.

### *Campaigns & Project Management*

- Plan and execute digital campaigns around events, reports, new tools, or partner launches.
- Manage relationships with designers, videographers, translators, and vendors as needed.
- Track budgets, timelines, and deliverables for all marketing initiatives.

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## WHAT WE OFFER

- A meaningful role in a growing global movement.
  - Flexible work environment with a collaborative, purpose-driven team.
  - Opportunity to shape a brand that inspires radical generosity across cultures.
  - International travel
  - Annual professional development budget
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## **YOUR PROFESSIONAL PROFILE**

### **Essential**

- Excellent written and oral fluency in English
- Five or more years of experience in marketing 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-paced 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

## **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: Generosity Path's People & Culture department:

[recruitment@generositypath.org](mailto:recruitment@generositypath.org)

To apply: Please send your CV, a cover letter & a statement of faith to the above email address.