

Product & Marketing Director

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.

POSITION SUMMARY

We are seeking a strategic, visionary, and hands-on **Product and Marketing Director** to lead the development, delivery, and promotion of Generosity Path's experiences and content. This senior leader will guide the storytelling, design, and delivery of Generosity Path's Journey of Generosity—ensuring it remains theologically rooted, culturally adaptable, and creatively engaging to all nations. They will sit at the intersection of spiritual formation, user engagement, and global brand storytelling—ensuring our tools and messages remain both rooted in Spirit-led content and spark transformation fuelling a global generosity movement.

The ideal candidate brings a mix of product design intuition, marketing leadership, and a deep alignment with our mission to inspire joyful giving around the world. The role blends content strategy, curriculum development, and brand leadership—requiring someone who can think globally, lead collaboratively, and steward our message with clarity and excellence.

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

Travel: This position will require international travel

KEY RESPONSIBILITIES

Product and Content Strategy & Oversight

- Own the vision, development, and continuous improvement of Generosity Path's core experiences (e.g., Journey of Generosity, Collective Impact Alliance offerings).
- Oversee product design, curriculum development, and localization strategy to ensure cultural sensitivity and spiritual depth. Including video scripting, devotional resources, and storytelling assets—ensuring they align with Generosity Path's tone, values, and purpose.
- Collaborate with field leaders, content creators, and translation teams to deliver scalable, high-quality resources in multiple languages and formats.
- Identify opportunities to evolve and contextualize products (e.g., short-form, digital-first, cohort-based) in response to regional needs and movement growth.
- Manage the development and refinement of global and local content versions, including translations and adaptations.
 - Shape a content roadmap that supports local adaptation without compromising theological integrity or narrative cohesion.
 - Develop toolkits, guides, and digital content that support global leaders and facilitators.

Marketing & Brand Leadership

- Develop integrated campaigns that connect audiences to Generosity Path's mission and tools.
- Craft messaging frameworks that empower partners, leaders, and field teams to communicate with clarity and conviction.
- Elevate and manage the brand across platforms and regions while equipping local partners to communicate consistently and effectively.
- Oversee team to lead content-driven marketing initiatives including newsletters, social media, video, case studies, and donor communications.

Leadership & Collaboration

- Build and lead a small internal & external cross-functional team (designers, writers, content developers, marketing contractors).
 - Serve as a bridge between vision and implementation—able to translate spiritual insight and partner feedback into clear strategy and action.
 - Coordinate with the Executive Director and regional leaders to align product and marketing efforts with organizational goals.
 - Sit on the Leadership Team and work closely with other department heads, helping shape Generosity Path's global growth strategy.
 - Manage departmental budget and ensure it's stewarded well.
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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 Product that inspires radical generosity across cultures
 - International travel
 - Annual professional development budget
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YOUR PROFESSIONAL PROFILE

Essential

- 8–10 years of experience in content strategy, curriculum development, storytelling, or brand leadership
- Excellent written and oral fluency in English
- Deep understanding of Scripture, spiritual formation, and the theology of generosity
- Aligned with Generosity Path’s mission, values, and call to steward a Spirit-led movement
- Excellent leadership skills, with steadfast resolve, personal integrity and the desire to see others flourish
- Strong leadership abilities and experience guiding creative teams and cross- cultural projects
- Entrepreneurial spirit with a humble, collaborative, and Spirit-led approach to leadership
- Exceptional writing, editing, and content curation skills—with an eye for clarity, emotion, and spiritual impact
- Demonstrated ability to lead cross-cultural initiatives and develop resources for a global audience
- Excellent storytelling, strategic thinking, and communication skills
- Experience overseeing digital content, print production, and brand development
- Comfortable navigating the intersection of spiritual sensitivity, strategic execution, and global complexity
- 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 strong communicator & relationship builder with the confidence to provide expert professional advice
- Ability to quickly diagnose problems and foresee potential issues
- Proven ability to work effectively in a cross-cultural team
- 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

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