



Oklahoma Baptist Homes for Children (OBHC) is the largest provider of private, not-for-profit residential childcare in the state, serving over 200 at-risk youth and families at our four campus locations. Additionally, seven Hope Pregnancy Centers (HPC) offer caring, non-judgmental support to those who find themselves in an unplanned pregnancy.

OBHC Mission Statement: The mission of Oklahoma Baptist Homes for Children is to demonstrate God’s love by providing hope through empowering children and their families to follow Christ.

Statement of Faith: Oklahoma Baptist Homes for Children declares the Bible as the foundation for its faith and practice, and affirms as its confession of faith, the Baptist Faith and Message, as revised and adopted in 2000 by the Southern Baptist Convention.

Director of Marketing and Public Relations

Job Description Summary: The Director of Marketing and Public Relations will be responsible for the performance of his or her duties and will be appraised by implementation, consistency, quality and performance of his or her assigned duties toward empowering children and their families to follow Christ.

This is an exempt full-time position. The employee is expected to work the assigned full-time hours and will receive a salary based on those hours. Oklahoma Baptist Homes for Children offers a competitive salary and, for full-time personnel, a compensation package which includes health insurance, life insurance, retirement and much more.

In accordance with the Oklahoma Medical Marijuana and Patient Protection Act, this job is designated as safety-sensitive because of its requirement of *‘the operation of a motor vehicle, other vehicle, equipment, machinery or power tools’* and is therefore exempt from the anti-discrimination prohibitions of the Oklahoma Medical Marijuana Act.

Location: Home Office, 3800 N. May Ave, Oklahoma City, OK 73112

Reports to: Vice President of Development

Supervises: Engagement Team

Requirements: *“For an overseer, as God's steward, must be above reproach.” Titus 1:7a, ESV*

1. Profess that Jesus Christ is Lord and that Jesus is the only one true God, acknowledging that there is no salvation from sins apart from Jesus' death, burial and resurrection (Jn. 14:6).
2. Believe the Bible is the holy, inspired and inerrant Word of God (2 Tim. 3:16).
3. Mature, Christian person that is actively involved in a Southern Baptist Church or a similar evangelical church, upon approval of the President of OBHC. (Heb. 10:25).
4. Believe and follow the 2000 Baptist Faith and Message as summarized in the OBHC Statement of Belief.
5. A firm commitment to the sanctity of human life (Ps. 139:13, 14) and biblical sexual purity in all circumstances (1 Cor. 7).
6. Concern for God's kingdom (Mt. 6:33), love for those served (Mt. 22:37-39) and a calling to OBHC (Ps. 90:16, 17).

Educational and Experience Requirements: *“Do you see a man skilled in his work? He will stand in the presence of kings. He will not stand in the presence of unknown men.” Proverbs 22:29, HCSB*

1. Bachelor's degree in communications, marketing, business or equivalent (Required).
2. Master's degree (Preferred).
3. Minimum five years' work experience in excellent communication, interpersonal and organizational skills.
4. Experience in Asana recommended.
5. Portfolio of work required if called for interview.

We are a religious employer and we reserve the right to hire based upon religion pursuant to Section 702 of Title VII Civil Rights Act 1964.

Job Responsibilities: *“Whatever you do, do it enthusiastically, as something done for the Lord and not for men” Colossians 3:23, HCSB*

1. Represents the interests, goals and programs of OBHC.

- A. Reinforce and heighten the OBHC brand and create positive and memorable impressions with various publics.
- B. Create excellent materials and resources for events, donor engagement and general public.
- C. Serve as project director in Asana.
- D. Provide expertise and quality support via personalized project planning with Cultivation and Major Gifts Teams and Senior Development staff.
- E. Supervise and direct the overall implementation of the Engagement Team in the following activities:
 - i. Public Relations
 - ii. Direct Mail and Email
 - iii. Event Planning Assistance
 - iv. First Time Donor, Difference Maker and Crowd Funding Engagement
 - v. Video, print and digital materials used for promotions and advertising

- vi. Social Media and Website
- F. Coordinate with the Cultivation Team, Stewardship Team, Major Gifts Team and other Development staff, Campus Administrators, HPC Directors and Home Office leadership and staff as needed. An attitude of open and positive communication is essential for this position.
- G. Create a calendar of Engagement Team activities and provide to the Vice President of Development with quarterly updates.
- H. Set specific goals for the Engagement Team and their effectiveness in creating support for OBHC and report these goals and outcomes to the Vice President of Development on a regular basis.
- I. Proofreading and editing.
- J. Provide training opportunities to increase effectiveness of Engagement Team members.
- K. Oversee budget for Engagement Team.
- L. Attend Team meetings.
- M. Maintain personnel records and provide employee feedback and performance reviews as required by OBHC policy.
- N. May be asked to represent OBHC for media interviews, civic events or fairs. Public speaking will be necessary.
- O. Aid the Vice President of Development with special projects and other duties as assigned.

2. Responsible for Reporting to the Vice President of Development, or Designee, with Christ-Like Submission. *“Everyone must submit to the governing authorities, for there is no authority except from God, and those that exist with instituted by God.” Romans 13:1, HCSB*

- A. The Director of Marketing and Public Relations is responsible to and under the supervision of the Vice President of Development for general duties, activities and projects.
- B. In the absence of the Vice President of Development or designee, the Director of Marketing and Public Relations is to contact the President of OBHC concerning general operations, serious incidents and other factors and circumstances that involve the safety and welfare of the staff or clients in OBHC’s care.

3. Demonstrates Christ-like Interpersonal Skills

*“Just one thing: Live your life in a manner worthy of the gospel of Christ. Then, whether I come and see you or am absent, I will hear about you that you are standing firm in one spirit, with one mind, working side by side for the faith that comes from the gospel”
Philippians 1:27, HCSB*

- A. Models Christ-like behavior in word and deed in relationships with staff, donors, trustees, volunteers, men, women, children and families (1 Tim. 4:12).
- B. Responsible for exercising Christ-like confrontational skills (as they arise) while engaging in interpersonal relationships (Mt. 18:15-17).

- C. Recognize and respond humbly to the differences in learning and communication styles, as well as cultural and philosophical perspectives of residents, families and staff (Gal. 3:28).
 - D. Demonstrate biblical conflict resolution skills with residents, staff and family members, beginning with confession of personal responsibility in the conflict being addressed (1 Jn. 1:9).
 - E. Actively pursues opportunities for fellowship, friendship and community-building with other staff members, remembering each staff person is a brother or sister in Christ (Heb. 10:24).
 - F. Recognize the emotional needs, family dynamics and other personal difficulties of the other staff members and respond with love and prayer (Jn. 15:12-14).
- 4. Honor God's Provision by Keeping OBHC Property and Vehicles Clean and Well Maintained** *"Honor the LORD with your possessions" Proverbs 3:9a, HCSB*
- A. Follow campus/office procedures in regard to maintenance, cleanliness and general upkeep of assigned vehicles, treating each item as a gift from the Lord (Jas. 1:17).
 - B. Display biblical characteristics of truthfulness and integrity by reporting all damage and accidents to campus/office vehicles as per campus/office procedures to the administration (Prov. 28:18).
 - C. Demonstrate and teach stewardship and ownership on campus/in the office by keeping allotted office space, office equipment, grounds, facilities, buildings and other resources/areas clean and picked up (Gal. 6:4, 5).
 - D. Be proficient and use integrity in use of computer and other office equipment (1 Cor. 15:58).
- 5. Additional Responsibilities**
- "And whatever you do, in word or in deed, do everything in the name of the Lord Jesus, giving thanks to God the Father through Him." Colossians 3:17, HCSB*
- A. Maintains appropriate attire as dictated by biblical commitment to modesty (1 Tim. 2:9, 10), specific circumstances, activities and office procedures.
 - B. Out of respect for the Lord and OBHC, maintain punctuality to office hours as scheduled by assigned supervisor (Phil. 2:3).
 - C. Time off for personal needs or requests of any type of leave must be arranged in advance with the immediate supervisor, demonstrating Christ-like respect for authority (1 Pet. 2:17).
 - D. Be available to represent OBHC in public meetings as per administrative request or by permission (1 Cor. 14:40).
 - E. Seeks proper administrative approval on all credit card and charge accounts when purchasing items needed on the campus/in the office (Rom. 12:10).
 - F. Make prayerful and wise financial decisions on purchases approved by administration. For example, purchase items on sale, in proper quantity, and only necessary items (Prov. 21:20).
 - G. Upon receiving OBHC employee credit card statement, compile all receipts, documentation and information to submit within time designated by supervisor.

- H. Be able to meet all the qualifications and expectations as outlined in *OBHC Policies* section (VI., K, pages 30-31) unless otherwise specified by the qualifications listed in this job description (Prov. 18:9).
- I. Work within the OBHC financial accounting policy/procedures in the handling and reporting of dollars through events and gifting.
- J. Any other duties assigned by the President or Vice President of Development.