Director of Marketing
Location: Franklin, TN

We’re looking for a confident, collaborative leader to engage in tactical marketing activities for us. You’ll be focused on building brand value, awareness, and driving engagement with our family of brands. You’ll oversee strategies and execution that help educate and equip Christians to uniquely engage in this cultural moment.

What You’ll Do:

• Develop and implement an engaging and integrated marketing and communications plan, which includes the development of our annual campaign calendar, and management of all brand touchpoints.

• Touchpoints include, but are not limited to email, SEO, social media, branded content, traditional advertising, podcasts, website, photo, and video.

• Develop and manage marketing budgets, and in turn, regularly assess marketing KPIs to proactively provide necessary insights and recommendations for calibration.

• Conduct general market research to stay aware of consumer trends, competitive analysis, and happenings within our industry.

• Build general brand awareness and positioning through partnerships and industry relationships.
Who You Are:

- Bachelor’s degree in Marketing, Advertising, Business, or Communications.

- 5+ years in relevant digital marketing experience.

- Excellent time management, organizational, project management skills with the ability to consistently hit deadlines.

- Strong listening skills coupled with clear and concise verbal and written communication skills geared towards digital marketing platforms.

- Ability to manage multiple projects at once and thrive in a fast-paced, collaborative team environment.

- Acute awareness of company tone and lens, and keen ability to craft a story.

- Presentation skills.

- Working understanding of biblical and faith-based language to ensure brand mission and value propositions are clearly and accurately represented in our marketing and communication efforts.

- Proven sensitivity for understanding and addressing various Christian audiences.

- Personal thriving and evident relationship with Jesus Christ.
Who We Are:

Q Ideas offers a front-row seat to learn about faith & culture and was founded by Gabe & Rebekah Lyons in 2007 as a platform to help leaders and influencers engage culture from a biblical worldview. Today, we accomplish this mission through media and live events designed for the thoughtful Christian. The “Q” in our name stands for questions, and it comes from the belief that an informed, winsome, and theologically faithful approach starts with Christians who seek to understand, learn and grow.

To Apply:

Please apply ONLY if you meet the above qualifications. Send a cover letter and resume to jobs@qideas.org with the subject line “Director of Marketing: [YOUR NAME]” along with visual examples of your work. This is a full-time, on-site, mid-level position in Franklin, TN. We are an equal opportunity employer.