

Ideal Candidate Profile

Director of Marketing



C12HQ Overview

C12 is the largest peer-learning organization for Christian CEOs, business owners, and executives and a leader in the marketplace ministry movement. Founded in 1992, C12 operates Business Forums around the globe. Structured as a franchisor, we support more than 230 full-time Chairs who operate hundreds of Forums representing 4,500+ dues-paying members. Our HQ team provides systems, tools, curriculum, group formats, marketing, training, accountability, and execution support for the Chairs and Members.

C12 members participate in monthly meetings with peers for leadership development, accountability, wise counsel, and best practices to lead Businesses as a Ministry (BaaM). The content we provide equips them to achieve measurable results in the five core areas of business: organizational development, operations, financial management, revenue generation, and ministry, all anchored around a Christ-honoring cultural paradigm (mission/vision/values).

Located in over 160 major metro areas across the United States, Brazil, Malaysia, Singapore, Taiwan, Ukraine, and South Africa, C12 has a vision to scale to every major metro area in the US and across 6 continents globally. The scaling of the C12 mission requires incredibly talented and committed team members bringing a full “5C” (character, competency, calling, contribution and chemistry) readiness to be part of this endeavor.

For more information, visit www.c12forums.com.

Our Mission

We equip Christian CEOs and owners to build great businesses for a greater purpose.

Our Vision

To change the world by advancing the gospel in the marketplace.

Our Values

Our mission compels us to do all things in a replicating way where we are fostering disciple-making disciples of Jesus in the marketplace. Our core values shape how we behave and go about fulfilling our mission and the accountability parameters around innovation and execution.

Results Matter: God measures results, and so should we.

Gratitude: We embrace our calling in light of God’s grace with thanksgiving.

Pressing On: We operate with a zeal for God’s best in all things, never settling, coasting, or quitting.

Camaraderie: We joyfully serve as a cadre, embracing God’s call to unity in Christ.

Humility: We desire God’s best and are always open to learning and correction.

Bema Mindset: We operate as stewards with eternal accountability in everything.

Additionally, within C12HQ, we embody the pursuit of **Buffalo Culture**, which undergirds C12’s core values and mission. You can read more about the “culture code” at www.BuffaloCulture.com.

The Position

We are seeking a new, key leadership role responsible for driving growth and enhancing the C12 brand through strategic marketing initiatives. This role requires a proactive, results-oriented leader with a passion for developing and executing innovative marketing strategies. The ideal candidate will be a strategic thinker, a collaborative team player, and a problem-solver who thrives in a fast-paced environment. The ideal candidate will also have 5+ years of experience successfully leading a team of professionals, managing a departmental budget and possess technical marketing expertise. This position reports directly to the Vice President of Marketing and Operations.

The position is an on site role based at C12 Global Headquarters in San Antonio, TX, with an anticipated travel requirement of 5%-10%.

Outcomes and Activities:

- Lead marketing team responsible for customer acquisition marketing, C12 and Buffalo Culture brands management, Chair enablement, content, creative and marketing administration.
- Increase effectiveness of initiatives by determining strategies, directing tactics, and developing annual marketing budgets and plans.
- Drive demand for C12 content, membership, and leadership opportunities domestically and internationally.
- Establish, and continuously improve, customer persona profiles, customer journey maps, lead scoring protocols, and lead nurturing systems.
- Collaborate with cross-functional teams to establish positioning, enhance prospect/customer journey experiences, and identify traffic driving opportunities.
- Conduct ongoing market research to keep at the forefront of trends and competitive landscape.
- Direct the prioritization and creation of marketing collateral to support lead generation and content marketing campaigns including web pages, digital advertising, email marketing, radio, videos, social media, articles, ebooks, presentations, content tools, sponsorships, PR, webinars, etc.
- Equip C12 Chairs with promotional materials as necessary to aid in new customer acquisition efforts.
- Establish and track full funnel metrics across the entire customer journey and acquisition program, measuring effectiveness to optimize future investment.
- Select, onboard, and manage contractors and vendor partnerships, as necessary.
- Lead the optimization of a Marketing Tech Stack and CRM for a franchise organization
- Complete department projects as assigned.

Position Requirements:

The ideal candidate will bring an aptitude to simultaneously manage large scale projects and smaller scale tactical projects in various formats while multiplying the effectiveness of a direct multi functional team of employees, contractors, and vendors contributing to a high trust and collaborative environment. Additionally, they would possess:

- Bachelor's degree in Marketing, Advertising, Communications, Business, Philosophy, or a related field of study.

- 5+ years of progressive experience leading a multi- disciplinary team of marketing professionals to accomplish goals together while creating a thriving team culture.
- 5+ years of experience in growth marketing or customer acquisition.
- Demonstrated ability to research, understand, and identify the needs and interests of customers.
- Experience leveraging customer insights to create and drive campaign strategy and personalize consumer-facing messaging.
- Highly analytical approach to problem solving; adept at modeling campaign budgets, ROI scenarios, customer profiles, and customer journeys.
- An innovative mind who's always looking to experiment, optimize processes, and increase efficiency.
- Strong decision-making skills and ability to negotiate, consult and collaborate with internal stakeholders and business owners to launch new initiatives.
- Ability to communicate complex concepts visually or verbally in an accessible way to colleagues with varying degrees of analytical knowledge and understanding.
- Proficiency in Google Workspace.

Preferred Qualifications:

- Direct experience in digital advertising, lead generation, lead nurturing, content marketing, email marketing, SEO, and Google Analytics.
- Experience simultaneously managing the end-to-end creation, implementation, delivery, and reporting of multiple integrated marketing campaigns.
- Experience working in marketing automation systems and CRMs, or with email service providers, such as, Active Campaign, Hubspot, Mail Chimp, etc.,
- A life-long learner who loves to stay current with cutting-edge strategies, tactics, and methodologies within the disciplines of; lead generation, personalization, marketing, customer relationship management, email marketing, customer experience, social media advertising, content marketing, UX/UI, Conversion Rate Optimization, or analytics.

What C12 offers employees

At C12HQ, we believe our people are our greatest asset. Our mission hinges on how we take care of one another and work effectively within the business together. We offer all employees a comprehensive total rewards program that goes beyond a paycheck that include:

- Competitive compensation
- Health Plan with Health Savings Account (HSA)
- Group Life and AD&D coverage
- Disability Insurance
- 401(k) retirement plan and match
- Responsible Personal Time Off (RPTO), maternity/foster/adoption time off
- Discretionary Profit Sharing incentive plan for all employees
- Fitness Subsidy
- Personal and professional development resources
- Tuition Discount
- Chaplain Support
- Charitable Contribution match