

Ideal Candidate Profile

Performance Marketing Manager



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 240 full-time Chairs who operate hundreds of Forums representing 4,600+ 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 **strategic and innovative marketing leader** to drive growth through acquisition and brand awareness campaigns. This role is central to advancing C12's mission and fueling expansion in the United States and abroad.

As the **Marketing Lead for Acquisition**, you will oversee the full lifecycle of marketing initiatives, from strategy and planning to execution, optimization, and performance measurement. Reporting to the Director of Marketing, you will design and manage integrated campaigns that generate qualified leads, nurture prospects, and elevate brand visibility across domestic and international markets.

This position requires both **strategic vision and hands-on execution**, blending analytical rigor with creative problem-solving. You will collaborate closely with cross-functional teams, vendors, and contractors to deliver measurable results that directly impact C12's growth objectives.

The position is based at C12HQ in San Antonio, TX, with an anticipated travel requirement of 5%-10%.

Outcomes and Activities

- **Franchisee (Chair) ad Generation Strategy:** Design and execute integrated marketing strategies to acquire qualified Chair leads through Missionpreneur Forums, digital channels, and brand-building campaigns in the U.S. and international markets.
- **Campaign Planning and Execution:** Develop annual marketing plans that align with corporate growth and brand awareness objectives, incorporating a balance of organic, paid, and partnership-driven tactics.
- **Journey Optimization:** Map, monitor, and continuously refine the franchisee registrant and member prospect journeys—from awareness to conversion—to maximize engagement and ROI.
- **Content Development:** Create high-performing emails, landing pages, digital ads, social media posts, marketing collateral, and sales enablement materials to support acquisition and brand awareness campaigns.
- **Cross-Functional Collaboration:** Partner with internal teams and external vendors/contractors to ensure campaign execution..
- **Analytics & Reporting:** Establish, track, and report on KPIs across all acquisition programs (cost per lead, cost per acquisition, conversion rates, funnel velocity, ROI). Translate insights into actionable recommendations.
- **Innovation and Experimentation:** Research and test new marketing platforms, channels, content, and strategies to stay ahead of digital trends in lead generation and brand awareness.
- **Vendor/Contractor Management:** Select, onboard, and manage agencies, consultants, and contractors to scale execution where needed, ensuring accountability to timelines and results.
- **Thought Leadership and Brand Growth:** Support brand visibility initiatives that position C12 as the global leader in peer-advisory organizations for Christian CEOs, executives, and owners.
- **Special Projects:** Execute department initiatives or cross-company projects as assigned.

Position Requirements

The ideal candidate will possess the ability to manage simultaneous creative acquisition projects in various formats and coordinate effectively alongside a team of creative peers, contractors, and vendors. Additionally, the ideal candidate would possess:

- Bachelor's degree in Marketing, Advertising, Communications, Business, or related field.
- **5+ years of progressive marketing experience** with a focus on B2B and B2C lead generation, customer acquisition, and brand building.
- Demonstrated ability to **strategically plan, execute, and measure** complex acquisition campaigns across multiple channels.
- Proven success using **customer insights and segmentation** to shape campaign strategy and personalize messaging.
- Strong analytical skills, able to model campaign ROI, budget scenarios, and prospect funnels with confidence.
- Hands-on expertise with **CRM and marketing automation tools** (HubSpot preferred, proficiency in Google Workspace and Meta Ads Manager).
- Adept at **managing multiple stakeholders, vendors, and cross-functional teams** to deliver integrated campaigns.
- Exceptional written, verbal, and visual communication skills to convey complex concepts simply and persuasively.
- Innovative, proactive, and resourceful—thrives in a fast-paced, entrepreneurial environment.

Preferred Qualifications

- A lifelong learner with a growth mindset who loves to stay current with cutting-edge marketing strategies, tactics, and methodologies.
- Advanced knowledge of modern marketing disciplines, including **lead generation, conversion rate optimization (CRO), digital advertising, social media, brand storytelling, content marketing, and UX/UI**.
- Direct experience designing, launching, and optimizing **end-to-end integrated campaigns** that drive measurable lead generation and conversion.
- Demonstrated ability to **build brand awareness campaigns** in both domestic and international markets.
- Experience managing **marketing automation systems** (HubSpot, Meta Ads Manager, Google Ads Manager, etc.) for email, landing pages, and lead nurturing workflows.
- Familiarity with CMS platforms such as WordPress or similar.
- Experience with A/B testing, data visualization, and using analytics to refine campaign strategy.
- Mission-minded and aligned with C12's purpose, with the ability to authentically connect faith-driven values with professional marketing execution.

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 includes:

- 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