Ideal Candidate Profile
Brand Marketing Specialist

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 250 full-time Chairs who operate hundreds of Forums representing 5,000+ 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 and across 5 continents, 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 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 Brand Marketing Specialist who is responsible for strengthening the C12 brands and growing brand awareness across all audiences, channels, and touchpoints. This role requires a proactive, results-oriented professional with a passion for developing and executing innovative brand 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 3+ years of experience successfully developing and executing brand strategy, brand guidelines, and integrated awareness initiatives. This position reports directly to the Performance Marketing Manager.

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:

- Own C12 and Buffalo Culture brand strategies and governance, including brand positioning, the Brand Guidelines, and the C12 Brand Ambassador Program.
- Increase effectiveness of brand awareness efforts by collaborating with the Marketing Team on integrated campaign strategies and ensuring consistent brand representation from brief to launch.
- Drive demand for C12 content, membership, and leadership opportunities through digital marketing, social media, sponsorships, and strategic partnerships.
- Establish and maintain brand standards, toolkits, and AI-use guidelines so the brand is applied consistently across all channels, markets, and forums.
- Collaborate with cross-functional teams to establish positioning, enhance prospect/customer journey experiences, and ensure consistent brand representation across all C12 programs, products, and events.
- Conduct ongoing competitive analysis, social listening, and trend research to identify risks and opportunities for the C12 brand.
- Coordinate the prioritization and creation of brand content, including the newsletters, articles, social media, video, event content, and sponsorship materials.
- Equip C12 Chairs with brand toolkits, templates, and guidance to represent the C12 brand consistently in their markets.
- Establish and track brand performance KPIs, including an annual brand health study, social listening and engagement metrics, sponsorship results, and monthly budget and ROI reporting.
- 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 coordinating with a multi functional team of peers, contractors, and vendors, contributing to a high trust and collaborative environment. Additionally, they would possess:

- Bachelor's degree in Marketing, Communications, Business, or a related field of study.
- 3+ years of progressive experience collaborating with a multi-disciplinary team of marketing professionals to accomplish goals together while contributing to a thriving team culture.

- 3+ years of experience in brand management, brand marketing, or communications.
- Demonstrated ability to develop and enforce brand guidelines and write clearly and persuasively in a consistent brand voice across channels.
- Experience leveraging audience insights, social listening, and market research to shape brand strategy and drive awareness, engagement, and demand.
- 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 brand management, content marketing, social media strategy, social listening, sponsorships, and brand performance measurement.
- Experience simultaneously managing multiple brand initiatives, content programs, and partnership activations from concept through reporting.
- Experience working in CRM, marketing automation, and social media management systems, such as HubSpot, Sprout Social, or Hootsuite.
- A life-long learner who loves to stay current with cutting-edge strategies, tactics, and methodologies within the disciplines of; brand strategy, brand storytelling, content marketing, social media, community engagement, AI in marketing, consumer insights, 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 Paid Time Off (RPTO), maternity/foster/adoption time off
- Discretionary profit sharing incentive plan
- Fitness subsidy
- Personal and professional development resources
- Tuition discount
- Chaplain support
- Charitable contribution match