



RE:NEW

Creating hope for refugee women

SALES & MARKETING DIRECTOR

ABOUT RE:NEW PROJECT: Re:new is a faith-based nonprofit located in the Chicago suburbs. We offer free sewing and English classes to refugee women resettled in the Chicagoland area. Once they graduate from our free class, we offer them a place in our paid 2 year skill training program. During this time, they create beautiful, handmade items out of upcycled materials in our sewing studio that are then sold in our storefront and online, with all proceeds going right back into our program. While in this program, they participate in additional skill training, continuing English classes, are paired with a Christian mentor, given referrals to other resources, and are welcomed into a safe community!

MISSION: *Guided by our faith in Jesus Christ, Re:new creates a space for refugee women to thrive.* We achieve this by partnering with local churches, businesses, and individuals. We are financially sustained through the generosity of donors and the sales of our products. We offer a range of vocational, faith-based, charitable, educational, development, and program activities that fulfill our mission of caring well for refugees so they can grow into all God has for them to be and realize their God-given potential.

Position Description: Sales & Marketing Director

Re:new is seeking a creative and dynamic Sales & Marketing Director to oversee the marketing and sales direction of Re:new. This position is critical for the long term success and growth of Re:new as we are one third funded by sales. This individual will be responsible for developing, implementing and achieving our annual Marketing & Sales strategy and goals. They will ensure that the messaging and branding of Re:new is consistent with our mission across all channels as they build our online presence and customer base.

The Sales & Marketing Director must be a strong communicator, have excellent written, presentation and oral communication skills and have strong interpersonal and conflict resolution skills. This unique individual must be able to lead and motivate others as well as work collaboratively and independently while adjusting to a changing environment.

Sharing the love of Christ is central to all we do at Re:new. Being the hands and feet of Jesus to share the Gospel with refugee women is the reason we exist. This female director should have a strong faith in Jesus Christ and let that overflow into their work here at Re:new and their interactions with Artisans. Along with the leadership team, this person will show the love of Jesus by helping set the tone in the studio and fostering a healthy community.



RE:NEW

Creating hope for refugee women

Position Details:

- Hours: 32 hours per week
- Compensation: \$18 per hr
- Reporting: Executive Director
- Member of Executive Team
- On site, flexible schedule

Qualifications:

- Bachelor's Degree in Business, Advertising, Communications, Marketing or equivalent experience
- Minimum 2 years of proven success in sales and/or marketing
- Has a working knowledge of marketing research and stays up to date on current trends
- Ability to read, analyze, and interpret financial, sales, and marketing reports
- Strong project management skills
- Strong teamwork skills
- Strong time management skills
- Excellent written and verbal communication skills
- Accepts Re:new's Statement of Faith and Corporate Values
- Spanish speaking not required but a plus
- Cross cultural experience not required but a plus

Responsibilities:

- Strategize and oversee business and sales growth. Point person and final decision maker for all sales related activities.
- Ensure Re:new's messaging and branding is consistent throughout all forms of communication and marketing
- Is responsible for the strategy, growth and oversight of the following 6 sales channels:
 - Instore/ storefront
 - Online/ecommerce
 - Wholesale
 - Bulk/corporate gifts
 - Small batch production
 - Pop ups & events
- Oversee all sales related communication and marketing channels
 - Sales emails
 - Social media
 - Print materials
 - Customer relations
- Set annual marketing and promotion calendar strategy
- Give direction to Marketing Manager to implement communication and marketing plan



RE:NEW

Creating hope for refugee women

- Run and analyze sales reports for all channels
- Track, manage and report product inventory levels
- Creates ideal inventory list and production requests
- Marketing research and interpretation
- Manage costing of all products, wholesale items, bulk, and special orders
- Manage production@renewproject.org email
- Collaborate with Production Director for design your own product requests
- Take input from executive team for new product ideas
- Orders for all store needs (checkout bags, labels, etc)
- Assist customers at check out when needed