

Job Description

Position Title: Community Expansion & Operations Executive

Location: Remote

Reports To: Rick Thomas - Author, Speaker, Founder (CEO)

About Life Over Coffee:

Life Over Coffee exists to bring hope and help to you and others by creating resources that spark conversations for transformation. We believe the gospel speaks to all areas of our lives, and we aim to serve the body of Christ by helping them make gospel connections in real, practical, and specific ways. Since July, 2008, God has richly blessed us to reach a global audience, and as we continue to grow, we are seeking a dynamic leader to join our team. This role will be pivotal in increasing awareness, promoting our mission, coordinating operational execution, and fostering donor engagement.

Job Summary:

The Community Expansion & Operations Executive is responsible for advancing Life Over Coffee's mission by working closely with Rick Thomas to plan, coordinate, and execute strategies that expand our reach, grow our discipleship communities, and create a donor community who will partner with us to underwrite our gospel initiatives. Our current and primary mission spheres for expansion are Education Resources, Community Engagement, Publications, Merchandise, and Growth and Development Initiatives.

Key Responsibilities:

1. Strategic Planning and Leadership:
 1. Partner with Rick Thomas to develop and implement marketing strategies that align with Life Over Coffee's mission and objectives.
 2. Lead the marketing and operations teams, including strategic partners, to execute these plans effectively.

3. Optimize resource allocation, ensuring maximum return on investment by prioritizing initiatives that align with our mission.
 4. Establish and track key performance indicators (KPIs) to monitor progress against quarterly and annual goals.
 5. Analyze results and trends, adjusting strategies as needed to meet our objectives.
2. Brand Management:
 1. Uphold and promote the integrity of Life Over Coffee's brand.
 2. Ensure all marketing materials reflect our values and mission, resonating with our target audience.
 3. Develop and oversee campaigns that increase awareness, drive engagement, and communicate messages of hope and help.
 4. Coordinate merchandising efforts, including planning and logistics, to support brand visibility.
3. Fundraising and Donor Relations:
 1. Develop and implement marketing strategies focused on donor acquisition and retention.
 2. Collaborate with Rick Thomas to support and enhance fundraising initiatives.
 3. Cultivate genuine relationships with key donors, keeping them informed of our progress, strategies, and challenges.
 4. Track fundraising activities and evaluate the return on investment for each channel, including books, training, speaking engagements, merchandising, and subscriptions.
4. Digital Marketing and Communications:
 1. Oversee Life Over Coffee's digital presence, including the website, social media, and email campaigns.

2. Work with Rick Thomas to create and execute digital marketing plans that optimize reach, engagement, and convey messages of hope and transformation.
 3. Utilize data analytics to assess the effectiveness of digital marketing efforts, making adjustments to improve outcomes.
5. Publishing:
1. Collaborate with Rick Thomas to manage relationships with publishers.
 2. Develop strategies to promote the sales and distribution of books and other literature that align with our mission.

Desired Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field (Master's degree preferred).
- 7-10 years of experience in marketing and operations, with at least 5 years in a leadership role.
- Proven success in developing and executing marketing strategies.
- Strong understanding of digital marketing and social media platforms.
- Exceptional communication and interpersonal skills.
- Experience in the non-profit sector, particularly within a Christian organization, is highly desirable.
- Commitment to the mission and values of Life Over Coffee.

Personal Attributes:

- Strong Christian faith and alignment with Life Over Coffee's values.
- Strategic thinker with a focus on practical execution.
- High integrity and dependability.
- Creative and innovative with a passion for continuous improvement.
- Ability to build and maintain strong relationships with a diverse range of stakeholders.

Join us in our mission to bring gospel-centered transformation to individuals and communities worldwide.