**Position Title:** Marketing Director

**Reports To:** Executive Vice President & Chief Operating Officer

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**Mission Statement:** The Thomas More Society (TMS) is a not-for-profit, national public interest law firm dedicated to restoring respect in law for life, family, and freedom. Based in Chicago, the Thomas More Society defends and fosters support for these causes by providing high quality pro-bono legal services from local trial courts all the way to the United States Supreme Court.

**Logistics:** Position will be located on-site at the TMS headquarters in downtown Chicago.

**Position Summary:** The Marketing Director is responsible for leading cross-channel Marketing and Communication Programs across the TMS organization.

**Responsibilities:**

- Lead/manage the TMS Marketing team and associated partner network.
- Custodian of the TMS Brand and associated TMS sub-Brands.
- Develop annual plan for marketing campaigns and promotions.
- Establish annual marketing communication budget.
- Manage TMS communications and brand management strategies.
- Ideate lead generation/name acquisition strategies and implement engagement tactics.
- Drive new cross-channel “campaign” initiatives across various marketing mediums and channels.
• Responsible for development and oversight of direct mail and email campaigns.
• Leader of the TMS digital product – website and social media properties.
• Responsible for planning and execution of TMS events.
• Develop and coordinate TMS Public Relations strategy. Manage external PR partner.
• Determine the most efficient use of marketing investment considering donor response analytics and ROI.
• Solid understanding of the mission, legal work and TMS audience across practice areas.

Experience and Skill Requirements:

• Bachelor’s Degree in Marketing, Advertising or related field. Master’s Degree preferred.
• 7+ years of experience in the marketing/communications industry, multi-media environment preferred.
• Solid interpersonal, communication, business writing and presentation skills.
• Proven effective leadership experience.
• Strong planning, organizational and critical thinking skills.
• Demonstrated ability to set and achieve objectives and goals, as well as meet deadlines.
• Knowledge or involvement in Pro-life organizations a plus.
• High level of personal energy and enthusiasm.
• DonorPerfect experience a plus.
• Ability and willingness to travel.

Mission Requirements:

• Supportive of TMS positions on life, family, and freedom.
• Active faith life in accord with Christian teachings.