Director of Marketing

Holy Post Media | Wheaton, Illinois

Reports to: CEO

About Holy Post Media

Holy Post Media is a small, growing Christian media company operating as a for profit business. We grew out of The Holy Post, the longtime podcast of VeggieTales creator Phil Vischer and author Skye Jethani. Today, we help people see the bigger picture through thoughtful, entertaining conversations about Christian faith and culture.

We believe people are hungry for a faithful, hopeful way to engage the world, one that welcomes honest questions, takes ideas seriously, and calls us to love our neighbors. Rooted in historic Christianity, we make room for complexity, curiosity, and laughter.

Through our podcasts, videos, writing, and Holy Post Plus membership, we help people explore what it means to follow Jesus in an increasingly post Christian culture.

The opportunity

We are looking for a Director of Marketing who believes in this work and wants to help more people find it.

For someone encountering HPM for the first time, a conversation can offer a fresh perspective, language for a difficult question, or encouragement to keep exploring their faith. Your work will help create more of those connections and build the ongoing engagement and financial support that sustain them.

Reporting directly to the CEO, you will lead HPM's marketing strategy and execution. You will build on our established brand, bring focus and creativity to our campaigns, and help grow our audience and Holy Post Plus membership.

We are a team of fewer than 10 with a scrappy start up spirit and a marketing budget that requires thoughtful choices. You will have support from colleagues and outside contractors, along with meaningful ownership of both strategy and execution. You should enjoy shaping a campaign, writing an email, coordinating a launch, and learning from the results. This is an opportunity to build, experiment, and see the direct impact of your work.

What you will do

- **Lead marketing.** Turn HPM's mission and business priorities into a focused marketing plan, coordinated calendar, and effective use of resources.
- **Help people discover and connect with our work.** Develop campaigns, partnerships, and promotion that introduce HPM to new audiences and deepen engagement with our shows and offerings.
- **Tell our story well.** Shape messaging and campaigns that communicate our value with clarity, creativity, and care for our audience.
- **Grow Holy Post Plus.** Help people understand the value of membership and improve how we invite, welcome, and engage members.
- **Bring people and plans together.** Coordinate marketing contributions from colleagues and outside partners, and personally execute key initiatives.
- **Use insights to guide growth.** Establish clear measures of success, track campaign performance, and understand how people move from discovering HPM to regular engagement and paid membership. Use data and audience feedback to identify opportunities, test ideas, and decide where to invest our time and resources.

How we work

Marketing at HPM is closely connected to publishing, social media, and production. You will partner with colleagues across these areas, bringing ideas and audience knowledge that help inform how we develop, position, and launch offerings. Editorial leaders retain responsibility for original content; you will own the marketing strategy that helps it reach and connect with people.

You will work directly with the CEO to establish priorities and expectations, with room to exercise judgment and take initiative. We value clear communication, collaboration, and people who follow through.

How we grow matters. Our marketing should reflect the same curiosity, hospitality, humor, and hope as our content. We seek to earn trust and resist using fear and anger to build an audience.

What you will bring

- A strong connection to HPM's Christian mission and an understanding of the people we serve.
- Marketing experience that prepares you to own a function, set priorities, and deliver results.
- A record of developing and executing campaigns, with strong writing skills and creative judgment.
- Confidence working with marketing data, including audience growth, email performance, conversion, retention, and campaign costs. You can identify what matters, ask good questions, and translate results into clear recommendations and action.

- Practical experience with email marketing, digital channels, and campaign tools.
- The ability to coordinate colleagues and outside partners, manage resources, and keep work moving.
- Satisfaction in both strategic leadership and the everyday details of execution.

What success looks like

Your leadership will bring greater clarity and consistency to our marketing, help more people develop an ongoing relationship with HPM, and grow the membership that sustains our work. Together with the CEO, you will establish specific goals and a practical plan for achieving them.

Work arrangement

We welcome candidates interested in working in person, in a hybrid arrangement, or remotely. We value opportunities to collaborate in person and would ideally find someone able to work regularly from our Chicago area office, but we are open to the right fit regardless of location.

Compensation and benefits

Annual base salary: $100,000 to $125,000, based on experience.

Benefits include health, dental, and vision insurance, a 401(k) retirement plan with an employer match, and paid time off.

How to apply

Click here to apply