



General Manager of Sales & Marketing In-Person or Remote (USA), Full-Time

About Us

His Glory is a ministry and broadcasting network dedicated to sharing God's Word. We host live events, produce faith-based content, operate a growing media platform, and are expanding across broadcast, digital, streaming, sponsorship, and eCommerce channels.

We are seeking a highly capable, strategic, and execution-oriented **General Manager of Sales & Marketing** to help lead the organization into its next season of growth. This individual will play a critical leadership role in aligning **revenue, brand, audience growth, programming promotion, and monetization strategy** across the ministry.

Purpose:

Our purpose is to spread the Gospel from east to west to north to south, bringing the word of His Glory to the world and allowing the His Glory family to find community and grow in their faith.

Vision:

Our vision is to reach a billion people worldwide with the hope of the Gospel Message and the truth of Jesus Christ.

Mission Statement:

1. The Bible is the literal and infallible word of God.
2. My house shall be called a house of prayer. Prayer is the foundation of all ministry.
3. We are led by the Holy Spirit and the gifts of the spirit.
4. We have the Father's Heart for the lost, the poor, the elderly, the widow and the orphans.
5. We will be called the servants of the Most High God. We are here to serve Him in ministry.
6. In everything we do, we glorify our Lord. It is our love for Him that compels us.
7. Fivefold ministry according to Eph. 4:11 – The Apostles, the prophets, the evangelists and the pastors and teachers.

Position Overview

The General Manager of Sales & Marketing will serve as a senior growth leader responsible for strengthening and scaling the organization's revenue engine through strategic leadership, marketing oversight, sales infrastructure, and cross-functional alignment.

This role carries a **heavier emphasis on sales and revenue growth**, while also overseeing the broader marketing strategy required to support audience expansion, sponsor value, donor engagement, event success, and product sales.

This is **not a day-to-day front-line sales role**, but rather a leadership role designed to build systems, improve performance, identify growth opportunities, and support the success of the existing sales and marketing team.

The ideal candidate is a **strong strategic thinker, operator, and revenue-minded leader** who can bring order, structure, creativity, and measurable growth to a rapidly expanding ministry media ecosystem.

Core Responsibilities

1. Sales Leadership & Revenue Strategy

- Own and drive overall revenue growth strategy across the company; sponsorships, advertising, events, digital products, eCommerce, social media, donors and fundraising.
- Provide strategic leadership and support to the sales function by helping develop systems, structure, priorities, and growth initiatives.
- Oversee revenue planning, forecasting, and performance reporting, ensuring sales efforts are aligned with organizational goals.
- Partner closely with the Sponsorship, Ads & Partner Sales Manager and other team members to strengthen pipeline visibility, sales operations, and long-term growth opportunities.
- Identify and help launch new monetization opportunities, including strategic partnerships, sponsorship packages, affiliate opportunities, paid media placements, events, and digital offers.
- Support the creation of high-level sales collateral, positioning, pricing strategy, and partnership frameworks in collaboration with the sales and marketing teams.
- Establish and monitor sales performance indicators, including conversion rates, pipeline health, average deal size, renewal rates, and close rates.
- Serve as a strategic bridge between sales, marketing, production and leadership to ensure revenue opportunities are executed effectively and cohesively.
- This role is intended to strengthen and scale the organization's revenue engine through strategic leadership, systems, and cross-functional alignment, while supporting the success of the existing sales team and preserving clear day-to-day sales ownership within designated sales roles.

2. Brand Strategy & Brand Guide Ownership

- Develop and maintain a unified brand strategy across digital, print, broadcast, streaming, events, and in-person touchpoints.
- Own and evolve the His Glory Brand Guide, ensuring consistency in logos, typography, color palettes, voice/tone, and visual identity.
- Provide brand leadership across departments to ensure internal alignment and external consistency.
- Help ensure all outward-facing communications reflect the mission, values, and tone of His Glory.

3. Paid Advertising & Audience Acquisition

- Oversee the planning, execution, and optimization of paid campaigns across Google, Meta, YouTube, OTT, and other relevant platforms.
- Track key campaign metrics including CTR, ROI, ROAS, CAC, and conversion performance.
- Guide testing strategies across creative, audience targeting, and messaging.
- Ensure paid efforts are aligned with broader ministry growth, event attendance, donor campaigns, app growth, and revenue goals.

4. Social Media Growth & Platform Strategy

- Lead social media growth strategy across Facebook, Instagram, X, YouTube, Rumble and emerging platforms.
- Oversee organic and paid strategies designed to grow audience size, engagement, reach, and brand visibility.
- Help guide content planning, publishing rhythm, and cross-platform optimization.
- Identify opportunities for strategic collaborations, partnerships, and trend-driven content expansion.

5. Email Marketing, CRM & Lifecycle Communication

- Oversee email marketing strategy for engagement, donor retention, event promotion, and eCommerce revenue.
- Support segmentation, automation, and lifecycle campaigns to improve performance.
- Improve communication strategy across nurture flows, broadcast emails, campaigns, and conversion pathways.
- Ensure messaging is aligned with brand voice, campaign goals, and audience behavior.

6. Content Calendar & Campaign Integration

- Oversee an integrated content and campaign calendar across marketing, sales, events, shows, launches, sponsorships, and digital products.
- Ensure all campaigns are strategically timed, properly resourced, and aligned with ministry priorities.
- Coordinate cross-functional messaging across departments to avoid fragmentation and maximize impact.

7. Creative Oversight & Vendor Coordination

- Provide leadership and direction on the creation of marketing assets, ad creatives, thumbnails, print collateral, promo graphics, and merchandise visuals.
- Coordinate with internal creatives, freelancers, contractors, and vendors as needed.
- Ensure creative output is on-brand, strategically sound, and aligned with conversion goals.

8. SEO, Website Optimization & Conversion Strategy

- Collaborate with the web team to improve website performance, SEO visibility, user experience, and conversion flow.
- Help guide landing page strategy, messaging hierarchy, call-to-action placement, and user journey improvements.
- Support development of conversion-oriented website features, page wireframes, and content priorities.

9. Influencer, Affiliate & Strategic Partnership Growth

- Identify, evaluate, and support strategic affiliate and influencer opportunities that align with the His Glory audience and mission.
- Help develop scalable frameworks for onboarding, promotion, and partnership growth.
- Support monetization and visibility opportunities through trusted third-party relationships.

10. Video, Programming & Promotional Strategy

- Work closely with production and programming leadership to ensure His Glory shows and content are supported by strong promotional strategy.
- Help identify high-performing content moments and promotional opportunities for redistribution across digital channels.
- Oversee strategy for trailers, teaser clips, countdown campaigns, sizzle reels, and promotional messaging.
- Ensure content is positioned effectively for OTT, YouTube, social, website, and app environments.

11. Broadcast Marketing & Production Alignment

- Serve as a key bridge between marketing and production to ensure promotional needs are integrated into programming and studio workflows.
- Help align content rollouts, promotional campaigns, and show launches with production schedules.
- Support development of on-air calls to action, lower-thirds, sponsor visibility moments, and promotional integrations.

- Develop cross-promotional strategies between shows, series, and content categories to improve retention and time-on-platform.

12. Live Event Strategy, Promotion & Revenue Support

- Lead strategic planning and promotional oversight for His Glory live events, conferences, trade shows, and ministry gatherings.
- Support ticketing strategy, event campaigns, booth presence, sponsor visibility, and event-related audience growth.
- Oversee event messaging, collateral, signage, pre-event marketing, and post-event follow-up strategies.
- Partner with operations and production teams to ensure events are positioned for both ministry impact and revenue opportunity.

13. Sponsorship Visibility & Revenue Support

- Support the overall strategy behind sponsorship visibility, sponsor positioning, and advertiser value creation.
- Collaborate with the Sponsorship, Ads & Partner Sales Manager to strengthen sponsor packaging, campaign alignment, and fulfillment quality.
- Help improve sponsor-facing assets, value propositions, and integration strategy across media channels.
- Ensure sponsor opportunities are positioned in a way that maximizes retention, renewal potential, and long-term relationship value.

14. eCommerce & Product Marketing

- Oversee product marketing strategy for the His Glory eCommerce store, including merchandise, media products, digital products, and promotional campaigns.
- Help drive revenue growth through improved offers, bundles, launches, seasonal campaigns, and customer conversion strategy.
- Support coordination between marketing, design, and product initiatives to improve sell-through and visibility.

15. OTT, App Growth & Audience Retention Strategy

- Support growth strategies for OTT and streaming platform adoption, including app installs, subscriptions, viewership, and retention.
- Help shape app store positioning, featured content strategy, and user engagement pathways.
- Analyze drop-off points and audience behavior to improve retention, watch time, and repeat usage.

16. Digital Warriors, Community & Volunteer Activation

- Oversee and strengthen the His Glory Digital Warriors program and related audience activation initiatives.
- Help develop systems, SOPs, communication strategies, and engagement rhythms for volunteers and digital advocates.
- Ensure volunteer efforts are aligned with brand, mission, and platform priorities.

17. Executive Leadership & Cross-Functional Oversight

- Serve as a senior leader and strategic advisor to executive leadership.
- Lead or support quarterly planning, campaign prioritization, and revenue/growth strategy discussions.
- Collaborate closely with leadership across production, development, donor relations, operations, pastoral, and media departments.
- Help bring structure, accountability, and strategic alignment to growth-related initiatives across the organization.

18. Analytics, Reporting & Performance Management

- Use analytics tools and dashboards to track sales, marketing, audience, campaign, and conversion performance.
- Provide regular reporting and strategic recommendations to leadership.
- Monitor key business indicators and recommend changes based on performance data.
- Foster a culture of measurable growth, optimization, and continuous improvement.

Ideal Candidate Profile

- Proven success in a senior sales, marketing, revenue, or growth leadership role
- Strong strategic understanding of **sales infrastructure, revenue growth, and marketing performance**
- Experience leading cross-functional teams and building systems in a fast-moving organization
- Skilled in forecasting, KPI management, campaign strategy, and monetization planning
- Familiarity with sponsorships, advertising, media, digital products, events, and/or eCommerce
- Strong communication, leadership, and organizational skills
- Comfortable operating at both the strategic and execution level
- Passion for faith-based, mission-driven work
- Able to bring clarity, structure, and forward momentum to a growing organization

Preferred Qualifications

- Experience in media, broadcasting, OTT, ministry, or faith-based organizations
- Experience with CRM systems, marketing automation, and performance dashboards
- Familiarity with digital advertising, content strategy, event promotion, and sponsor-based revenue models
- Experience leading teams, agencies, contractors, or multiple departments/functions

Compensation

- Competitive base + commission
- Bonus and/or performance incentives may be available based on role scope and results

How to Apply

Email your **resume**, brief **cover letter** (why this mission/role) to zion@hisglory.me with the subject line: **“GM Sales & Marketing – [Your Name]”**.