



Job Description

Position Title:	Director of Marketing	Department:	Marketing
Reports To:	CEO	Effective Date/ Revision Date:	August 2026
Location:	Hybrid (Akron, PA)	Working Hours:	Full time, exempt

Position Summary

The Marketing Director leads the Ten Thousand Villages brand and customer experience across all channels. This position is responsible for increasing customer engagement, strengthening brand awareness, and supporting profitable revenue growth through marketing, ecommerce, promotions, and digital communications.

As a member of the Leadership Team, the Director of Marketing participates in overall vision and policy decision making for Ten Thousand Villages. This role works to align operational goals with the organization's strategic objectives while fostering a culture of accountability, collaboration, and operational excellence. All responsibilities must be carried out with integrity, transparency, and goodwill and contribute to company-wide revenue growth. Profitability, growth, and fiscal soundness are necessary to further the organization's mission.

Working closely with the Product Development Lead and Finance, the Marketing Director ensures products are brought to market with a consistent brand experience that includes storytelling, merchandising, packaging, digital content, and promotional support. The position oversees the annual marketing and promotional calendar and provides leadership for the Creative Lead, Shopify Lead, and Packaging Lead.

Mission Contribution

Support the Ten Thousand Villages mission by building and communicating the narrative that every product transforms a life. Ensure the organization's commitment to long term fair trading relationships is reflected consistently across products, marketing, customer communications, and every customer interaction, helping customers understand the lasting impact of every purchase.

Essential Responsibilities

Leadership

- Lead the marketing department and develop the Creative Lead, Shopify Lead, and Packaging Lead.
- Participate as a member of the Leadership Team.
- Develop departmental goals, budgets, and priorities.
- Build strong partnerships across Product Development, Finance, Wholesale, Philanthropy, Operations, and Information Technology.

Brand and Customer Engagement

- Lead the Ten Thousand Villages brand strategy across all customer channels.
- Ensure the organization's mission and artisan stories are communicated consistently through products, merchandising, packaging, digital content, and marketing.
- Oversee customer engagement through the website, social media, email marketing, advertising, and customer service.
- Partner with Philanthropy to support fundraising and mission communications.

Product Launches and Promotions

- Partner with the Product Development Lead to support product launches and seasonal collections.
- Ensure products are presented consistently through packaging, tags, story cards, merchandising, photography, and digital content.
- Develop and manage the annual promotional calendar.
- Partner with Finance to evaluate promotional performance and profitability.

Ecommerce and Customer Experience

- Oversee the organization's website and digital customer experience.
- Provide strategic direction to the Shopify Lead, who manages the B2B and B2C Shopify platforms and wholesale market integrations.
- Monitor customer feedback and performance data to improve customer experience across all channels.

Preferred Qualifications

- Bachelor's degree in Marketing, Business, Communications, or a related field, or equivalent experience.
- Eight or more years of leadership experience in marketing, ecommerce, merchandising, or brand management.
- Experience leading digital marketing, social media, ecommerce, and customer engagement.
- Strong analytical, organizational, and communication skills.
- Commitment to the mission and values of Ten Thousand Villages.

Direct Reports

- Creative Lead
- Shopify Lead
- Packaging Lead

Physical Requirements

This position is primarily office-based and requires regular computer use, occasional lifting of up to 10 pounds, and periodic travel for meetings, trade shows, and partner visits.