



DO WHAT
YOU LOVE.



THE POTTER'S HOUSE

HEAD OF MARKETING
JOB PROFILE



A person with a backpack is walking from left to right in the foreground, slightly out of focus. In the background, the Manhattan Bridge spans the frame, with its steel structure and suspension cables clearly visible. The scene is set during sunset or sunrise, with a warm, golden light illuminating the bridge and the surrounding city buildings. The overall mood is urban and dynamic.

Gne
THIRTY NINE

WE EXIST TO BRING
TRANSFORMATION
TO PEOPLE AND
ORGANIZATIONS
ONE STRONG HIRE
AT A TIME



THE POTTER'S HOUSE STORY

Founded in 1996 by T.D. Jakes, The Potter's House of Dallas is a non-denominational, multi-generational, and multicultural church with a significant local and global impact. With more than 30,000 members on its rolls, The Potter's House has consistently been recognized as one of the largest and most influential churches in the United States.

The Potter's House operates as a non-profit organization with its principal campus in southern Dallas. Over the years, accelerated growth and shifting demographics have led to expansion into additional locations, including North Dallas in Frisco, Fort Worth, and Denver.

Through in-person gatherings, digital ministry, outreach initiatives, and strategic partnerships, the church continues to serve thousands of people locally and around the world.

Deeply rooted in both local and global communities, The Potter's House exists to extend a hand of help to the needy, a heart of compassion to the hurting, and a message of empowerment to the disenfranchised. The church brings together people from all walks of life, including the down-and-out, the homeless, families, professionals, and individuals seeking hope, healing, and transformation.

The Potter's House serves through a wide range of ministries and outreach efforts, including GED and literacy programs, AIDS outreach, homeless outreach, male mentorship, a debutante program, and one of the nation's largest and fastest-growing prison ministries. With 59 different ministries, the church creates opportunities for people to worship, grow, serve, and experience life-changing community.

In 2025, Pastors Touré Roberts and Sarah Jakes Roberts were installed as Co-Senior Pastors, ushering in a new chapter of leadership while building on the church's historic foundation. Together, they are advancing a future-focused, globally engaged model of ministry rooted in biblical truth, holistic human development, compassion, empowerment, and transformation.

THE POTTER'S HOUSE VISION & MISSION

We are an intergenerational church passionately committed to uplifting humanity by embodying Christ's call to salvation and addressing the world's most pressing challenges, both locally and globally. We believe that thriving in an ever-changing world requires a holistic approach to human development that cultivates spiritual depth, emotional resilience, meaningful community, intellectual growth, and economic empowerment. Through innovative solutions, we meet people at every stage of life, equipping them to evolve with purpose and power.

CORE VALUES

Kingdom-Mindedness: We lead with prayer, walk in grace, and remain kingdom-minded—serving with reverence for God’s calling and deep faith in His power to transform lives. “Led by prayer. Grounded in purpose. Driven by the Kingdom.”

Integrity: With integrity at our core, we lead with humility, act with courage, and hold one another accountable—serving others with loyalty, discernment, and selfless care. “Do the right thing—always, even when no one is watching.”

Excellence: We pursue excellence through disciplined effort, data-informed decision-making, and faithful stewardship—executing every task with intentionality and consistent diligence. “Excellence isn’t extra—it’s the expectation.”

Innovation: We embrace innovation and operate with foresight—remaining flexible, open-minded, and committed to a growth mindset that drives lasting impact. “Stay open. Think forward. Move with purpose.”

Love: We create space for authentic connection, healing, and belonging. We choose love over judgment, unity over division, and compassion over indifference. We honor the humanity in every person and lead with relational authenticity. We model Jesus’ ministry of compassion—people are the mission. “Every person seen. Every voice valued. Every soul loved.”

Intentionality: We live on mission—anchored in prayer, guided by purpose, and led by servant-hearted conviction—knowing that if it doesn’t serve the mission, it doesn’t move forward. “On mission. On purpose. For people.”

360 Communication: We communicate internally in ways that are systematic, collaborative, strategic, and consistent. This ensures our decisions and actions are aligned, efficient, and well-informed at every level. “Who else needs to know—and is it captured where it counts?”

WE ARE ONE THIRTY NINE

JOB SUMMARY

The Head of Marketing (Director) leads the development, execution, and continuous improvement of marketing strategies that advance The Potter's House of Dallas' vision through salvation, development, outreach, and community.

This role is responsible for promoting organizational priorities, ministry initiatives, events, and communications through clear messaging, strategic audience engagement, and disciplined execution.

The position requires both strategic leadership and hands-on capability, with a focus on increasing awareness, participation, and meaningful engagement across the ministry.

Sunday is a required workday for this position. Rather than a traditional Monday through Friday schedule, this role follows a ministry operating schedule, with a weekday off, typically Monday or Friday, determined by organizational priorities, team coverage, and operational needs. The Head of Marketing is expected to support key ministry events and initiatives and engage in church activities as needed to effectively lead marketing efforts and advance the organization's mission.



KEY RESPONSIBILITIES

Marketing Strategy

- Develop, execute, and refine integrated marketing strategies that support organizational priorities, ministry initiatives, events, campaigns, and growth objectives.
- Build on existing frameworks while identifying new opportunities to expand reach, improve effectiveness, and drive measurable outcomes.
- Ensure marketing strategies move audiences from awareness to engagement, participation, and ongoing spiritual connection through the church's ministry pillars.

Internal Marketing & Communications

- Develop and execute strategies that strengthen engagement, attendance, participation, and connection among existing audiences, including members, attendees, volunteers, leaders, and partners.
- Ensure internal communications are clear, timely, and aligned across channels to support participation in the life of the church and movement through next steps.
- Provide oversight of key internal communication channels, including email, SMS, website, social media, in-service promotion, and creative assets.

Audience Development & Acquisition

- Develop and execute strategies that increase awareness of The Potter's House and attract new individuals, families, and communities into the church's mission and ministry.
- Drive audience growth through strategic promotion, storytelling, and outreach that encourage participation in services, events, and ministry opportunities.
- Oversee audience acquisition channels such as paid media, organic content, digital advertising, community marketing initiatives, and strategic partnerships, ensuring efforts are measurable and aligned with organizational growth goals.

KEY RESPONSIBILITIES

Storytelling & Communications Partnership

- Partner closely with the Visual Storytelling and Communications teams to ensure marketing strategies are supported by compelling content, coordinated campaigns, and consistent messaging across all channels.
- Collaborate on campaign assets, testimonies, event coverage, media opportunities, reputation management, and external communications to create unified audience experiences that advance organizational priorities.

Marketing Operations

- Own marketing systems, workflows, project management processes, reporting structures, intake processes, and operational standards to create clarity, accountability, efficiency, and consistency across all marketing activities.

Budget & Resource Stewardship

- Develop, manage, and steward the marketing budget, allocating resources across channels, campaigns, technology, vendors, and agency partnerships to maximize effectiveness and support organizational priorities.

Organizational Partnership

- Partner with ministry leaders, executive leadership, production, communications, Visual Storytelling, community, outreach, and other departments to ensure marketing efforts support organizational priorities and create a consistent audience experience.
- Provide strategic guidance on prioritization so resources are focused on initiatives that deliver the greatest mission and organizational impact.

KEY RESPONSIBILITIES

Analytics, Data & Performance

- Establish performance metrics, reporting standards, and attribution frameworks that measure marketing effectiveness and support organizational decision-making. Partner with Business Performance, IT, and the Agency of Record to strengthen CRM utilization, data governance, audience insights, and reporting.
- Monitor campaign performance, audience behavior, channel effectiveness, and conversion outcomes to improve strategy and ensure marketing efforts move individuals toward services, participation, next steps, and ongoing discipleship.

Agency & Vendor Management

- Manage relationships with external agencies, consultants, contractors, technology providers, and strategic partners to ensure they deliver value, align with organizational standards, and support marketing objectives.

WHAT SUCCESS LOOKS LIKE

- Mission Advancement
- Marketing Effectiveness
- Operational Excellence
- Audience Reach
- Attendance Growth
- Event participation
- First-time Guest Acquisition
- Next-step Engagement
- Campaign Performance
- Conversion Rates
- Budget Stewardship
- Project Delivery
- Cross-functional Partnership effectiveness

REQUIREMENTS & QUALIFICATIONS

- Proven experience developing and executing integrated marketing strategies across multiple channels and audiences
- Experience leading and developing high-performing teams
- Strong knowledge of digital marketing, content strategy, communications, audience growth, campaign management, and brand development
- Ability to translate organizational priorities into actionable marketing plans and measurable outcomes
- Strong analytical, project management, and operational leadership skills
- Experience managing budgets, vendors, agencies, and external partners
- Excellent communication, collaboration, and organizational skills
- Understanding of church culture and ministry environments
- Alignment with the mission, vision, and values of The Potter's House of Dallas
- Willingness to work Sundays and support ministry activities, services, conferences, and special events as needed





DALLAS, TX

Dallas, Texas, is a bold and visionary city where big dreams take root and become reality. As one of the nation's fastest-growing metro areas, Dallas blends big-city energy with strong community values, offering a lifestyle full of opportunity, momentum, and meaning. From the creative pulse of Deep Ellum to the family-friendly neighborhoods of Lake Highlands and Frisco, Dallas is a place where professionals, families, and entrepreneurs all find room to thrive. Residents enjoy year-round sunshine, a dynamic food scene, and access to professional sports, world-class arts, and faith-based innovation. With its lower cost of living compared to other major U.S. cities and an increasingly influential role in entertainment, tech, and ministry, Dallas offers the rare blend of space, talent, and heart. Ask locals what they love, and you'll hear about "sunsets over White Rock Lake," "Fridays at Klyde Warren Park," and "dreams that actually come to life here." With its combination of culture, connection, and calling, Dallas isn't just a place to live—it's a place to lead.

WHO WE ARE

We are bold. We are diverse. We are the catalyst for transformational change by connecting dynamic leaders, driven by a unique calling, equipping & empowering them to create exponential impact.

OUR WHY

We exist to bring transformation to people and organizations, ONE strong hire at a time.

OUR VALUES

EXPERTLY SKILLED
WILDLY EFFECTIVE
AUDACIOUSLY INNOVATIVE
BOLDLY AUTHENTIC
PASSIONATELY TRANSFORMATIONAL
UNUSUALLY GENEROUS

