



MARKETING COORDINATOR

Organization: Lake Geneva Ministries

Reports to: Director of Advancement/Marketing

Position Summary:

Supports the Director of Advancement/Marketing, who oversees fundraising, marketing resources, and outbound sales efforts.

Position Responsibilities:

- Point person for all marketing videos.
- Concept, design, and execute a high-quality visual identity for Lake Geneva Ministries that is distinct from our camp peers.
- Under the art direction of the Advancement Director, the Marketing Coordinator will design and distribute all graphic design pieces needed for print, social media, web design, video, and other channels as needed.
- Create a ministry-wide marketing plan.
- As part of the marketing plan, the Marketing Coordinator will create, plan, and executes the advertisement channel distribution plan.
- Recruit and plans marketing sales calls.
- Complete annual market/competitor analysis reports by researching and compiling information for the ministry.
- Provides marketing tracking and research information by collecting, analyzing, and summarizing data and trends.
- Support sales presentations by assembling quotations, proposals, videos, slide shows, etc.
- Will prepare mailers and brochures for distribution. This includes editing, formatting content, organizing mailing lists, written communication, arranging to print, and internet packages.
- Maintains marketing materials/resources (brochures, posters, paper, ink) around our ministry by checking and replenishing inventory in brochure racks and stock.
- Update job knowledge by participating in educational opportunities.
- Ensure all communications are proofread before distribution.
- Lead social media posts on all major channels.
- Supports the Advancement Director as needed.

Requirements for the position:

- Strong administrative, computer, organizational, interpersonal, written, and verbal communication skills
- Must be competent in Adobe Creative Cloud Suite, including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, and Adobe Acrobat Pro.
- Ability to complete assigned projects in a time-sensitive manner, meeting deadlines within budget restrictions.
- Have the ability to use or train on the latest computer equipment and programs used by the advancement office, including but not limited to Microsoft Office Suite products and our production printer.
- Have the ability to engage in and provide support at fundraising events fully.

Education and experience requirements:

- A College degree in graphic design and video production preferred
- Two years of related administrative experience

Previous work experience in marketing, graphic design, and video creation is favorable.