



MARKETING RESOURCE APPRENTICESHIP

Organization: Lake Geneva Ministries

Job Title: Marketing Resource Coordinator (MRC)

Reports to: Advancement Office - Ministry Relationship Manager (Executive Director for Now)

Position Summary

The Marketing Resource Apprentice (MRA) supports the mission of Lake Geneva Ministries by assisting in the creation, organization, and promotion of high-quality media and marketing materials that communicate the ministry's vision. This apprenticeship is designed as a hands-on learning experience that provides training and mentorship in media production, marketing strategy, and communications within a Christ-centered ministry environment.

Key Responsibilities

Creative Support & Media Production

- Assist with the planning and coordination of ministry video projects alongside the Marketing team and external production partners.
- Support the design and distribution of visual and print materials that reflect the Lake Geneva Ministries brand and message.
- Learn to use design and editing tools (Adobe Creative Cloud Suite) to produce marketing content for print, social media, and web platforms.
- Help ensure all communications are reviewed and proofread for quality and accuracy prior to distribution.

Marketing & Communication Development

- Learn how to develop and implement a ministry-wide communication and promotional plan.
- Assist in executing advertising and digital media campaigns across multiple platforms.
- Participate in gathering and analyzing marketing data, competitor research, and trend insights.
- Help track performance metrics for marketing initiatives.

Administrative & Project Assistance

- Assist with the preparation of marketing materials, proposals, and presentations for events, donor meetings, and ministry promotions.
- Support mailings, brochure distribution, and digital communications—helping edit, organize, and manage production and delivery.
- Help maintain the inventory of marketing materials and ensure display racks and promotional resources are stocked and current.
- Provide general administrative support to the Advancement and Program teams as needed.

Social Media & Digital Engagement

- Assist in managing ministry social media channels (Facebook, Instagram, X, YouTube, etc.) by posting content, monitoring engagement, and responding to interactions under supervision.
- Help create digital content such as photos, videos, and stories that highlight life-changing ministry moments.

Professional & Spiritual Development

- Participate in ongoing mentorship and skill development with the Marketing and Advancement teams.
- Stay open to learning new design, media, and communication tools.
- Model Christlike character and contribute positively to the ministry's culture and mission.

Camp Programs & Events

- Recruit, hire, and coach seasonal media personnel to capture and produce photos, videos, and other creative content for camp programs and ministry events.
- Plan and execute all media coverage during summer camp, retreat programs, and advancement events, ensuring alignment with ministry brand and storytelling goals.
- Oversee photo/video archives and content organization for future marketing use.
- Ensure timely delivery of media assets for both program and promotional purposes.

Qualifications

Skills & Competencies

- Desire to learn marketing, media, and communication in a ministry setting.
- Basic experience or interest in Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects) or similar design tools.
- Strong organizational, written, and interpersonal communication skills.
- Willingness to take direction, receive feedback, and grow in skill and leadership.
- Ability to manage multiple projects, meet deadlines, and pay attention to detail.
- Enthusiasm for supporting events, storytelling, and the ministry of Lake Geneva Ministries.

Education & Experience

- Current college student or recent graduate in Marketing, Communications, Graphic Design, Video Production, or related field.
- Some prior experience or coursework in marketing, photography, or creative production preferred but not required.
- Portfolio or examples of creative work (academic or volunteer) encouraged.

About the Apprenticeship

This apprenticeship is designed as a developmental role to prepare individuals for future ministry and marketing positions. Apprentices will gain hands-on experience, professional mentorship, and spiritual growth while contributing to real ministry outcomes that advance the mission of Lake Geneva Ministries.

About Lake Geneva Ministries

Lake Geneva Ministries exists to create life-changing experiences in Christ through camps, conferences, and retreat programs that serve youth, adults, and families. The Marketing Resource Apprentice helps share these stories of transformation while gaining practical experience in faith-based communications and creative ministry work.