



MARKETING RESOURCE COORDINATOR

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 Coordinator (MRC) supports the mission of Lake Geneva Ministries by creating, organizing, and promoting high-quality media and marketing resources that clearly communicate the ministry's vision. This position serves as a key contributor to all ministry communications, helping advance the message of Lake Geneva Ministries through effective storytelling, design, and strategic promotion.

Position Responsibilities:

Media & Creative Production

- Serve as the point person for all ministry video projects. Collaborate with video production vendors to plan, write, and produce compelling video content that communicates the ministry's message.
- Design and distribute high-quality visual and print materials consistent with the Lake Geneva Ministries brand and visual identity.
- Under the art direction of the Ministry Relationship Manager (and Executive Director), design marketing materials for print, social media, web, and video platforms.
- Ensure all communications are professionally written, edited, and proofread prior to distribution.

Marketing Strategy & Planning

- Assist in the creation and implementation of a ministry-wide communication and promotional plan.
- Develop and execute an advertising and media distribution strategy across digital and print channels.
- Conduct annual market and competitor analyses to identify trends, opportunities, and best practices.
- Track and report on marketing performance metrics and outcomes.

Promotional & Administrative Support

- Coordinate marketing materials, proposals, and presentations for sales and donor-related meetings.
- Prepare and manage mailings, brochures, and other printed pieces-editing and formatting content, organizing mailing lists, arranging printing, and managing distribution.
- Maintain ministry marketing resources and inventory (brochures, posters, supplies, etc.), ensuring materials are updated and well-stocked across properties.
- Recruit and plan marketing-related outreach or sales calls in partnership with the Advancement team.
- Provide administrative support to the Advancement Department and other ministry areas as needed.

Social Media & Digital Engagement

- Lead and manage all social media platforms (Facebook, Instagram, X, YouTube, etc.), maintaining a consistent voice and engagement strategy.
- Support the creation of web content, video features, and digital campaigns that engage our audience and highlight life-changing ministry stories.

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 camp 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.

Professional Development

Stay current on design, marketing, and communication trends through professional education and training opportunities.

Qualifications:

Skills & Competencies

- Strong administrative, organizational, written, and interpersonal communication skills.
- Proficiency in Adobe Creative Cloud Suite (Illustrator, Photoshop, InDesign, After Effects, Acrobat Pro).
- Competency in Microsoft Office Suite and ability to learn ministry software and production tools.
- Proven ability to manage multiple projects simultaneously and meet deadlines within budget.
- Detail-oriented and creative, with an eye for visual consistency and storytelling.
- Willingness to participate in and support ministry fundraising and promotional events.

Education and experience requirements:

- Bachelor's degree in Marketing, Graphic Design, Video Production, Photography, or related field preferred.
- Minimum of two years of relevant experience in marketing, communications, or creative production.
- Experience in photography, graphic design, and/or video creation is highly desirable.

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 Coordinator plays a vital role in sharing these stories of transformation and advancing the ministry's mission to impact lives for God's glory.