



**I. Ministerial Position**

Marketing Coordinator

**II. Reporting Relationship**

The Marketing Coordinator reports to the Marketing and Design Coordinator

**III. Ministry Summary**

The Marketing Coordinator will exemplify the following characteristics: 1) strong professing Christian (Romans 5:8, 10-11) whose character is proven (1 Timothy 3:8-13); 2) a role model of Christ in everything that they do (1 John 3:18); 3) believe in the authority of scripture (2 Timothy 3:16); 4) use their ministry as an example of Christ and to draw others closer to Him (1 Cor 13, Phil 2:1-4); and 5) be accountable in relationship with others (Galatians 6:1-5). The position will oversee the multimedia channels that draw people to Fort Wilderness to foster opportunities to allow us to impact lives for eternity through God's word, creation, adventure programming and warm Christian fellowship.

**IV. Ministry Tasks**

- A. Promote the brand identity of Fort Wilderness
- B. Participate in the graphic design of requested brochures, letters, other promotional items that reflect Fort's Core values
- C. Disciple marketing staff and volunteers in accordance with the mission of Fort Wilderness (Matthew 28:19)
- D. Manage and update website including content, forms, photos and videos
- E. Post and manage content on Fort's social media accounts, including Facebook, Instagram and YouTube
- F. Assist and support Fort Wilderness marketing events; some travel is necessary
- G. Assist with in-house promotional mailings: design, printing, cutting etc. as directed
- H. Create videos to further Fort Wilderness's mission
- I. Manage advertising to campers onsite, including brochures, racks, posters, and video slideshows
- J. Shoot photos and videos of campers for promotional purposes
- K. Other duties as assigned by the Marketing and Design Coordinator (Hebrews 13:17, 1 Peter 2:13)

**V. Qualifications**

- A. Agreement with the theological positions of Fort Wilderness Ministries (2 Tim 3:16-17, John 1:1-14, Col 1:14, 1 Cor 15:13-18)
- B. Agrees with and has signed the Statement of Belief and Support and the Lifestyle Commitment. Understands that serious violation of these statements could be cause for dismissal. Agrees that incompetence in performing this role,

- insubordination to ministry leadership, or immoral behavior would constitute reasonable cause for immediate dismissal and termination of this employment with Fort Wilderness.
- C. Demonstrates a Christian lifestyle that reflects the Biblical perspective of integrity and appropriate personal and family relationships, business conduct and moral behavior. (Luke 6:40)
  - D. Effectively teaches and otherwise communicates the Christian faith to others and furthers the religious mission of Fort Wilderness.
  - E. Able to fulfill Fort's purpose through using Fort's core values (God's Word, Wilderness, Adventure and Relationships)
  - F. Flexibility in scheduling; team player; creative; organized; problem solver
  - G. Detail-orientated; self-motivated; writing skills necessary
  - H. Possesses an overall knowledge of Fort's activities
  - I. Moderate background and experience with Creative Suite, and MS Office
  - J. Some experience in Christian camping or other not-for-profit organization preferred
  - K. Ability to use photography and video equipment to capture high quality images and videos, including editing and organizing
  - L. Website management experience preferred (Wordpress)
  - M. Possess Social Media experience for Fort's Corporate identity

**VI. Benefits**

- A. This is a Contract Staff position. It runs for 13 months. You will be paid bimonthly.