



## Marketing Coordinator

- I. Ministerial Position**  
Marketing Coordinator
- II. Reporting Relationship**  
The Marketing Coordinator reports to the Marketing and Design Coordinator
- III. Ministry Category:** Exempt Apprentice
- IV. Ministry Position Summary**  
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.
- V. Ministry Responsibilities**
  - A. Promote the brand identity of Fort Wilderness.
  - B. Own the capturing of photos and videos of campers for storytelling promotional purposes.
  - C. Participate in the graphic design of requested brochures, letters, and other promotional items that reflect Fort's core values (occasionally will own a smaller project).
  - D. Assist the updating of Fort's website including content, forms, photos, and videos (WordPress).
  - E. Manage and maintain photography and videography equipment.
  - F. Assist and support posting content on Facebook Fan Page and Instagram.
  - G. Assist with in-house promotional mailings: design, printing, cutting, etc. as directed.
  - H. Assist in creating videos to further Fort Wilderness's mission, including developing goals for video projects, schedule production, assist with recording, audio, and lighting, postproduction, and delivery of finished project.
  - I. Manage advertising to campers onsite, including brochures, racks and video slideshows.
  - J. Participate in discipling and being discipled within the marketing staff and volunteers in accordance with the mission of Fort Wilderness (Matthew 28:19).
  - K. Assist and support Fort Wilderness marketing events; some travel is required.
  - L. Other duties as assigned by the Marketing and Design Coordinator (Hebrews 13:17, 1 Peter 2:13).
- VI. 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. 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).
- C. 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.
  - D. Demonstrates a Christian lifestyle that reflects the Biblical perspective of integrity and appropriate personal and family relationships, business conduct with a desire and commitment for spiritual growth and development in your walk with Christ through prayer, God's Word and lifestyle which honors Him. (Luke 6:40).
  - E. Demonstrates the characteristics to fulfill Fort's purpose/mission through using Fort's core values (God's Word, creation, adventure programs and warm Christian fellowship).
  - F. Flexibility in scheduling; team player; creative; organized; problem solver.
  - G. Detail-oriented; self-motivated; writing skills necessary.
  - H. Possesses an overall knowledge of Fort's activities.
  - I. Moderate background and experience with Creative Suite, Illustrator and MS Office.
  - J. Ability to use photography and video equipment to capture high quality images and videos, including editing and organizing.
  - K. Possess website management experience.
  - L. Possess Social Media experience for Fort's corporate identity.
  - M. Ongoing participation in a local church with a desire and commitment for spiritual growth and development in your walk with Christ through prayer, God's Word and lifestyle which honors Him.

**VII. Working Conditions—ability to:**

- A. Move materials/items around camp up to 30 pounds.
- B. Ascend/descend ladders.
- C. Bend and stoop.
- D. Work in outdoor weather conditions.
- E. Work in a fast-paced environment.
- F. Sit at a desk for up to 6 hours.
- G. Have and maintain an insurable driving record to drive Fort Wilderness vehicles.

**VIII. Acknowledgement**

I have read and received a copy of my job description. This position description supersedes previous descriptions and verbal communications. I understand that I am expected to follow my job as is outlined above and if I have any questions or concerns about what is expected of me, I will speak with my immediate supervisor. I also understand that the statements above are intended to describe the general nature and level of work being performed by me and are not to be construed as an exhaustive list of responsibilities, duties, and skills required for this role. I may perform other related tasks under the direction of my supervisor. I agree to follow policies and procedures included in the Employee Handbook.

Employee Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Employee Signature: \_\_\_\_\_

Supervisor Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_