



FORT WILDERNESS
Stronghold of Christian Adventure

Marketing Specialist

I. Ministerial Position

Marketing Specialist

II. Reporting Relationship

The Marketing Specialist reports to the Senior Director of Advancement

III. Ministry Category: Exempt Apprentice

IV. Ministry 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 Tasks

- A. Promote the brand identity of Fort Wilderness.
- B. Identify and capture stories that showcase Fort's impact through photography, videography, and copywriting.
- C. Own capturing photos and videos of campers for storytelling and promotional purposes.
- D. Manage and maintain photography and videography equipment.
- E. Own creating, posting, and managing content on Facebook and Instagram utilizing storytelling to showcase camp ministry and upcoming offerings.
- F. Assist in creating videos to further Fort Wilderness's mission, including developing goals for video project, schedule production, assist with recording, audio, and lighting, postproduction, and delivery of finished project.
- G. Manage and update website including content, forms, photos, and videos (WordPress).
- H. Assist with in-house promotional mailings: design, printing, cutting, etc. as directed.
- I. Manage advertising to campers onsite, including brochures, rack cards and video slideshows.
- J. Participate in the graphic design of requested brochures, letters, other promotional items that reflect Fort's core values (occasionally will own a smaller project).
- K. Participate in discipling and being disciplined within the marketing staff and volunteers in accordance with the mission of Fort Wilderness (Matthew 28:19).
- L. Assist and support Fort Wilderness marketing events; some travel is required.
- M. Other duties as assigned by the Senior Director of Advancement (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 Specialist 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. Moderate background and experience with Adobe Creative Suite - Lightroom, Illustrator, InDesign, Photoshop, and MS Office
- I. Some experience in Christian camping or other not-for-profit organization preferred.
- J. Able to use photography and video equipment to capture high quality images and videos, including editing and organizing.
- K. Website management experience preferred (WordPress).
- L. Possess social media experience.
- 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 a 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. Work 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 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 agree to follow policies and procedures included in the Employee Handbook.

Employee Printed Name: _____ Date: _____

Employee Signature: _____

Supervisor Printed Name: _____ Date: _____

Supervisor Signature: _____