NLOM
Nebraska Lutheran Outdoor Ministries

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Position Description

Position Title: Director of Marketing and Communications
Reports to: Executive Director

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The Director of Marketing and Communications plans, develops and implements NLOM's external and internal marketing strategies, marketing communications, and public relations activities. The director oversees development and implementation of support materials and services for all departments of NLOM in the areas of marketing, communications, and public relations. The Director supervises and manages the efforts of the Marketing and Communications team and serves as a member of the senior leadership team, helping to coordinate the strategic functions of the organization. The Director of Marketing reports to the Executive Director. This position is an on-site role that primarily offices at Carol Joy Holling Camp in Ashland, NE.

Position Responsibilities

1. This position participates with the Board of Directors, Executive Director, and other senior leadership team members to chart the vision of the organization, assuring its accountability to all constituencies, and ensuring its effective operation.
2. Within NLOM, the director primarily works with the Executive Director, senior leadership team, and Marketing and Communications staff. Outside the agency, the position coordinates primarily with constituents and the media.
3. Responsible for creating, implementing and measuring the success of all marketing, communications, and public relations programs intended to enhance NLOM's brand and the image it seeks to promote to its constituencies.
4. Responsible for editorial direction, design, production and distribution of all NLOM external communications including advertising, publications, websites, videos, social media channels, etc.
5. Coordinate media interest in NLOM and will work with the Executive Director in response to situations involving the media.
6. Work side-by-side with NLOM's leadership to provide counsel in all areas of ministry related to strategic decisions, marketing, communications, and public relations.
7. Recruit, hire, train and supervise employees within the Marketing & Communications department.
8. Work with the NLOM leadership team to establish budget lines related to marketing and communications. Monitor and adapt as needed with careful stewardship of resources.
9. Keep informed and educated on the latest developments in the fields of marketing, communications, public relations, design, website management, video production, not-for-profit leadership and governance, etc.
10. Work with the NLOM senior leadership team, other staff members and volunteers to develop and execute a strategic direction with an emphasis on marketing perspective.

Skills Necessary

1. Ability to demonstrate buy-in and communicate the Mission, Vision, Impact, and Values of Nebraska Lutheran Outdoor Ministries.
2. Demonstrated knowledge and experience in the design and execution of marketing, communications, and public relations activities.
3. Experience with hiring, training, developing, and supervising personnel.
4. Strong graphic design experience to aid creative design of the team.
5. Strong creative, strategic, analytical, organizational, and presentation skills.
6. Demonstrated skills in writing and distributing press releases through multiple media channels.
7. Strong writing and editing skills utilizing AP style.
8. Ability to manage multiple projects at a time and lead projects from concept to completion.
9. Demonstrated commitment to working with shared leadership and in cross-functional teams.
10. Skilled at developing and managing budgets.

Professional Expectations and Requirements

- Bachelor's degree in Marketing or related field and 3-5 years of professional experience
- Thorough understanding of NLOM's policies and practices.
- Maintain the confidentiality of sensitive matters and information.
- Establish with the Executive Director, and then participate in a plan for continuing education related to this position.
- Adhere to the standards and Code of Ethics of the American Camp Association and the Public Relations Society of America.
- Willingness to work occasional evenings or weekends for NLOM events.
- Other duties as assigned by the Executive Director.