



POSITION TITLE: Graphic Designer & Marketing Coordinator
REPORTS TO: Director of Marketing
LOCATION: Carol Joy Holling, Ashland, Neb.
DATE POSTED: May 18, 2023

POSITION SUMMARY

The Graphic Designer & Marketing Coordinator is an integral part of the Nebraska Lutheran Outdoor Ministries (NLOM) marketing team. This person works with the Director of Marketing support all departments of NLOM through branding, marketing, advertising, and public relations strategies and tactics.

PRIMARY RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Graphic Design – create, design, and produce high-quality multimedia content according to communications plans to support NLOM’s programming and fundraising efforts
- Email – draft, edit, design, and distribute appealing campaigns for multiple audiences including campers, parents, donors, volunteers, and more
- Social Media – create and publish engaging content regularly (4-5 times per week) for social platforms including Facebook, and Instagram; ensure channels remain responsive, innovative, and engaging; keep up-to-date on trends in social media strategy, tools, and applications
- Websites – maintain accurate and up-to-date content on multiple websites including management of our online store; assist with the management of appropriate SEO and website analytics tools
- Photography and Videography – collect photographs and video at NLOM events and programs for use in multimedia projects (including video, social media, website, and more); maintain well-organized photo and video archives; edit and upload photo and video content to our website, SmugMug, YouTube, and more
- Brand Management – ensure consistent brand identity is maintained throughout all communications; maintain, and enforce graphic standards; serve as liaison with outside suppliers and contractors such as printing companies, video production companies, etc.
- Writing – assist in copywriting and editorial review for online and print materials including “The Branch” magazine, brochures, event invitations, emails, postcards, web pages, blog posts, and more
- Content Management – manage the marketing content calendar; implement marketing plans related to programs, campaigns, events, and special initiatives
- Personnel Management – supervision of Marketing Interns during summer camp may be included, based on experience and demonstrated responsibility
- Other duties as needed by the Director of Marketing and/or Executive Director

PROFESSIONAL EXPECTATIONS

- Maintain the confidentiality of sensitive matters and information
- Subscribe to the NLOM Code of Conduct
- Establish with the Director of Marketing and participate in a plan for continuing education related to this position
- Adhere to the standards and Code of Ethics of the American Camp Association
- Occasional evenings and weekends will be required

QUALIFICATIONS

- Postsecondary degree in graphic design, marketing, communications, public relations, journalism, or related communications field
- 2+ years experience in a marketing role; nonprofit marketing/communications/development preferred
- Strong attention to detail and creativity
- Ability to work both independently and collaboratively in a fast-paced, open office environment with limited supervision
- Well-developed organizational skills with the ability to prioritize, multi-task, adapt, and work well under pressure
- Excellent computer skills with proficiency in Adobe Creative Cloud (InDesign, Illustrator, Photoshop, and others), Microsoft Office Suite (Outlook, Word, Excel, and others), Facebook, Instagram, and YouTube
- Excellent written, verbal, and interpersonal communication skills
- Knowledge of current email marketing best practices, or willingness to learn
- Up-to-date on social media best practices, or willingness to learn.
- Desire and ability to work with children in an outdoor setting, and adults in a professional office environment
- Christian role model, good character, integrity and willingness to serve in partnership with Nebraska Lutheran Outdoor Ministries and the congregations of the Nebraska Synod of the Evangelical Lutheran Church in America
- Experience working with events preferred
- Experience working with print vendors preferred
- Personnel management experience preferred