

# Nebraska Lutheran Outdoor Ministries

## Job Description

**Position Title:** Associate Director of Marketing

Date: December 2021

**Reports To:** Director of Marketing

### **Summary of Responsibilities**

The Associate Director of Marketing is charged with maintaining, promoting, and enhancing the image of Nebraska Lutheran Outdoor Ministries through high-quality special events and programs that advance the mission of NLOM. In addition to being a creative and innovative leader within the Marketing team, the Associate Director of Marketing serves in an agency-wide leadership capacity when the Director of Marketing is not available.

### **Position Responsibilities**

1. Cast a vision for all special events including but not limited to:
  - a) Carol Joy Holling Quilt Auction
  - b) Heart of Camp Gala
  - c) Heart of the Hills Benefit Dinner
  - d) Carol Joy Holling Golf Tournament
  - e) Kearney Golf Tournament
  - f) Friends Camp
  - g) Club 10:14 Planned Giving Club Dinner
  - h) Friends Camp trips
  
2. Serve as project manager for all special events including the following functions:
  - a. Coordinate event schedules
  - b. Manage marketing/promotional calendar
  - c. Manage event details including scheduling, supplies, coordination of people, and more
  - d. Manage registrations and fee collection
  - e. Coordinate all scheduling and facility/service needs with event venues & NLOM Guest Services team
  - f. Communicate, train, and work effectively with sponsors, volunteers, staff, and guests before, during, and after events
  - g. Develop goals and evaluation metrics
  - h. Develop event budgets and report post-event financial information in a timely manner
  - i. Create and distribute follow-up reports, including summary of future needs and suggestions for improvements
  
3. Work closely with the Director of Marketing to supervise and provide direction to the Marketing team including:
  - a. Contribute creative and innovative ideas to further the mission and ministry of NLOM
  - b. Assist in copywriting and editorial review for marketing materials including invitations, brochures, emails, postcards, web pages, social media, and more

**Professional Expectations and Requirements**

1. Adhere to the standards of the American Camp Association
2. Maintain the confidentiality of sensitive matters and materials
3. Thoroughly understand NLOM's policies and practices
4. Occasional evenings and weekends will be required to facilitate events

**Skills Necessary**

1. Extraordinary calm in stressful situations
2. Excellent problem-solving skills
3. Meticulous organization and detailed planning abilities
4. Leadership, staff supervision, and management skills
5. Ability to recruit, organize, and inspire volunteers
6. Great written and verbal communication skills
7. General marketing knowledge
8. Proficiency in Microsoft Office (especially Word and Excel)