



POSITION TITLE: Digital Marketing Coordinator

REPORTS TO: Director of Marketing

LOCATION: Carol Joy Holling Camp, Ashland, Neb.

DATE UPDATED: March 2026

POSITION SUMMARY

The Digital Marketing Coordinator is an integral member of the Nebraska Lutheran Outdoor Ministries (NLOM) marketing team. This person is responsible for managing NLOM's social media presence, maintaining website content, and creating compelling visual and written materials that promote the organization's programs, events, and fundraising efforts.

PRIMARY RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

- Social Media Management
 - Create and publish engaging content across NLOM social platforms
 - Maintain consistent posting and monitor analytics to guide content decisions
 - Stay informed about trends and tools in social media marketing
- Website Maintenance & Optimization
 - Maintain accurate and updated content on NLOM's website
 - Support SEO strategies and use website analytics to improve performance
- Graphic Design & Content Creation
 - Design and produce high-quality materials for print and digital media
 - Create branded content that supports NLOM's programs, events, and fundraising efforts
 - Ensure all designs align with organizational branding standards
- Photography & Videography
 - Capture and edit photos and video from events and programs
 - Publish content across platforms (SmugMug, YouTube, websites, etc.)
 - Organize and archive media assets
- Email Marketing
 - Draft, design, and schedule compelling email campaigns for a variety of audiences
 - Analyze performance and optimize email strategy using best practices
- Copywriting & Editorial Support
 - Write, edit, and proofread content for various platforms including: magazine, brochures, invitations, emails, web pages, blog posts, and more
- General Duties
 - Complete other responsibilities as assigned by the Director of Marketing

PROFESSIONAL EXPECTATIONS

- Maintain confidentiality and uphold NLOM's Code of Conduct
- Participate in ongoing professional development in consultation with the Director of Marketing
- Adhere to the standards and Code of Ethics of the American Camp Association
- Be available to work occasional evenings and weekends as needed

QUALIFICATIONS

- Proficiency in Adobe Creative Cloud (InDesign, Illustrator, Photoshop, etc.)
- Familiarity with social platforms (TikTok, Snapchat, Instagram, YouTube, SmugMug, Facebook) and email marketing tools
- Strong attention to detail, creativity, and organizational ability
- Excellent written, verbal, and interpersonal communication skills
- Comfortable working independently and collaboratively in a fast-paced environment
- Desire and ability to work with children in outdoor settings and adults in office environments
- Christian beliefs with integrity and willingness to serve within NLOM's faith-based mission
- Bachelor's degree in graphic design, marketing, communications, or related field, preferred
- Experience with event marketing and print vendors is a plus
- Experience with website management, SEO, and basic analytics tools, preferred