

Warm Beach Camps and Conference Center Ministry Description

Job Title: Marketing Assistant
Department: Administration
Reports To: Marketing Manager
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SUMMARY

This position supports the marketing work of WBC through content creation, graphic design, social media, project coordination and office administration. Anyone filling this position must be a self starter, a team player, and able to work with minimum supervision; work well under pressure and meet multiple deadlines. They shall, at all times, demonstrate cooperative behavior to colleagues and supervisors. Regular attendance is essential for this position.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Support digital marketing via web, social media, email.
2. Support graphic design needs of the marketing and communications efforts of WBC, including brochures, flyers, posters, print ads, web ads, email templates, etc.
3. Support the multi-media and photojournalism needs of WBC.
4. Support the branding of WBC and related ministries.
5. Assist WBC in maximizing communication channels and taking advantage of newer technologies.
6. Assist with content creation and editing.
7. Maintain a high degree of professionalism and productivity.
8. Other duties as assigned.

STANDARDS OF PERFORMANCE

1. Meet production deadlines 95% of the time or more
2. Inform others of information deadlines 100% of the time
3. Maintain high quality standards and image coherence with 100% accuracy and appropriate branding and style usage
4. Inform Marketing Manager in a timely fashion when deadlines cannot be met 100% of the time.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS

First and foremost, this person must demonstrate a commitment to the beliefs, mission and values of Warm Beach Camp. To perform this job successfully, an individual must be able

to perform each essential duty satisfactorily. This position requires experience in graphic arts, web design, social media and content creation. Strong skills needed in Adobe CS, web CMS (i.e. Joomla or Word Press), MS Office, and project coordination. Experience in photography and videography is desired. This person must have a broad and flexible artistic skill to maintain freshness and relevance in the appearance of communications, and a proven ability to write compelling copy and editing written materials. Must have a high aptitude for learning, utilizing new technologies in communications, and developing new skills. This position also requires strong attention to detail, the ability to manage multiple deadlines and priorities, and the ability to work effectively with others. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE

Bachelor's degree (B. A.) from four-year college or university; or four years related experience and/or training in Graphic Design, Web Design and Web Management, Administrative Assistance, Communications or Marketing; or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

COMPUTER SKILLS

To perform this job successfully, an individual should have strong knowledge of professional graphics software, web software and digital/social marketing. Adequate knowledge of photo and video editing software, and MS Office is required.

CERTIFICATES, LICENSES, REGISTRATIONS

Driver's License

OTHER SKILLS AND ABILITIES

Demonstrate a love for people, strong attention to detail and strong organizational ability.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of

this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand; walk and reach with hands and arms. The employee is occasionally required to climb or balance. The employee must regularly lift and /or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, color vision, depth perception and ability to adjust focus.

CROSS TRAINING This employee will be available to be cross-trained into other areas of the ministry as needs arise, including Food Service, Accommodations, Office, Recreation services, and Program.

MINISTRY STATEMENT Warm Beach Christian Camps and Conference Center provides Christ-centered environments, experiences and resources to draw people to God through camping ministries, conferences and events. As a staff, one of our commitments is to carry out our responsibilities in a way that will "keep the path clear to the cross."

POSITION CLASSIFICATION This is a full-time, year-round position.