



POSITION TITLE: Graphic Designer + Marketing Coordinator

REPORTS TO: Director of Marketing

LOCATION: Carol Joy Holling, Ashland, NE

SCHEDULE: Monday – Friday, 8 a.m. – 5 p.m.

Occasional evenings and weekends required

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.

Our next Graphic Designer + Marketing Coordinator must be able to work across the organization to implement marketing strategies for multiple programs and events with the focus needed to juggle several deadlines at once. The ideal candidate has exquisite attention to detail, strong written and verbal communication skills, authenticity, accountability, and is willing to tackle the unexciting projects with the same enthusiasm as the exciting ones. Broad experience in communications including graphic design, video and print production, and website and social media management is preferred.

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 (3-5 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; develop, 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 brochures, event invitations, emails, postcards, web pages, blog posts, newsletter articles, and more

- Content Management – manage the marketing content calendar; implement marketing plans related to programs, campaigns, events, and special initiatives
- Personnel Management – supervision of Family Communication Interns during summer camp may be included, based on experience and demonstrated responsibility
- Other duties as needed by Director of Marketing and/or the 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

QUALIFICATIONS

- Bachelor's 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

COMPENSATION

This is a full time, hourly position. Compensation is commensurate with experience.

APPLICATION

Submit your resume, one-page cover letter expressing how your experience is a good match for this position, examples of relevant work, and three professional references to Dani Hatfield, Director of Marketing at DHatfield@NLOM.org by January 24, 2020.

ABOUT NEBRASKA LUTHERAN OUTDOOR MINISTRIES

[Nebraska Lutheran Outdoor Ministries \(NLOM\)](#) provides camp, conference and retreat, and leadership development programs. Formed in 1975 as part of the Nebraska Synod, Evangelical Lutheran Church in America, NLOM is based at [Carol Joy Holling Camp](#) near Ashland, Neb. with a second camp, conference and retreat location, [Sullivan Hills Camp](#), near Lodgepole, Neb. NLOM offers spiritual, social, personal, and professional development in a safe, intentional community set apart from everyday life.