



Marketing Specialist

I. Ministerial Position

Marketing Specialist

II. Reporting Relationship

The Marketing Specialist reports to the Marketing Coordinator

III. Ministry Summary

The Marketing Specialist will exemplify the following characteristics: 1) strong professing Christian (Romans 5:8, 10-11) whose character is proven (1 Timothy 3:8-13); 2) a role model of Christ in everything that they do (1 John 3:18); 3) believe in the authority of scripture (2 Timothy 3:16); 4) use their ministry as an example of Christ and to draw others closer to Him (1 Cor 13, Phil 2:1-4); and 5) be accountable in relationship with others (Galatians 6:1-5).

The position will oversee the multimedia channels that draw people to Fort Wilderness to foster opportunities to allow us to impact lives for eternity through God's word, creation, adventure programming and warm Christian fellowship.

IV. Ministry Tasks

- A. Promote the brand identity of Fort Wilderness
- B. Identify and capture stories that showcase the impact of Fort through use of photography, videography, and copywriting
- C. Capture photos and videos of campers for storytelling and promotional purposes
- D. Manage and maintain photography and videography equipment
- E. Create, post and manage content on Facebook and Instagram utilizing storytelling to showcase camp ministry and upcoming offerings
- F. Assist in creating videos to further Fort Wilderness's mission, including developing goals for video project, schedule production, assist with recording, audio, and lighting, post production and delivery of finished project
- G. Manage and update website including content, forms, photos and videos (Wordpress)
- H. Assist with in-house promotional mailings: design, printing, cutting etc. as directed
- I. Manage advertising to campers onsite, including brochures, rack cards and video slideshows
- J. Participate in the graphic design of requested brochures, letters, other promotional items that reflect Fort's core values
- K. Disciple marketing summer staff and volunteers in accordance with the mission of Fort Wilderness (Matthew 28:19)
- L. Assist and support Fort Wilderness marketing events; some travel is required
- M. Other duties as assigned by the Marketing Coordinator (Hebrews 13:17, 1 Peter 2:13)

V. Qualifications

- A. Agreement with the theological positions of Fort Wilderness Ministries (2 Tim 3:16-17, John 1:1-14, Col 1:14, 1 Cor 15:13-18)
- B. Agrees with and has signed the Statement of Belief and Support and the Lifestyle Commitment. Understands that serious violation of these statements could be cause for dismissal. Agrees that incompetence in performing this role, insubordination to ministry leadership, or immoral behavior would constitute reasonable cause for immediate dismissal and termination of this employment with Fort Wilderness.
- C. Demonstrates a Christian lifestyle that reflects the Biblical perspective of integrity and appropriate personal and family relationships, business conduct and moral behavior. (Luke 6:40)
- D. Effectively teaches and otherwise communicates the Christian faith to others and furthers the religious mission of Fort Wilderness.
- E. Able to fulfill Fort's purpose through using Fort's core values (God's Word, Wilderness, Adventure and Relationships)
- F. Flexibility in scheduling; team player; creative; organized; problem solver
- G. Detail-orientated; self-motivated; writing skills necessary
- H. Moderate background and experience with Adobe Creative Suite - Lightroom, Illustrator, InDesign, Photoshop and MS Office
- I. Some experience in Christian camping or other not-for-profit organization preferred
- J. Able to use photography and video equipment to capture high quality images and videos, including editing and organizing
- K. Website management experience preferred (Wordpress)
- L. Possess Social Media experience

VI. Benefits

- A. This is a Contract Staff position. Position to be paid bimonthly on the 15th and 30th of each month.