



Flathead Lutheran Bible Camp

Job Description

Position: Marketing Director

Classification: Year-round. Salaried-Exempt if full time and is combined with Development Director. If part time-Hourly.

Supervisor: Executive Director

Position Summary

The Marketing Director is a self-motivated, results-oriented individual with a desire to develop and implement effective marketing programs. The Marketing Director works in close coordination with the Executive Director and year-round staff in developing all aspects of marketing for the ministry of FLBC.

Qualifications

- Support of the mission and ministry of FLBC
- Appreciation for and experience with the natural world and its connection to faith formation
- Demonstrated organizational, interpersonal and communication skills
- Initiator, self-starter, able to plan, organize and prioritize work
- Ability to maintain confidentiality
- Understanding of the Lutheran Church in general
- Strong computer and technology proficiency
- Good driving record and ability to travel up to 3 days a week
- Flexibility to work weekends and evenings
- Demonstrated work in marketing (print and social media) – oversee all marketing components

Education/Experience

- Bachelor's degree required
- One year of marketing experience preferred

Responsibilities/Essential Functions Include:

- Develop and implement a marketing plan, including printed materials, web and social media, and marketing for gifts, events and programs
- Communicate effectively to inform donors of the need for/impact of their donations
- Represent FLBC at Synod, congregational and community events as needed
- Work with FLBC branding and or re-branding
- Work with media and newspapers for stories to spread the word of FLBC

- Develop two general newsletter per year; and 2 Partner newsletters per year, for print and for website (working with the development director)
- Keep the website up to date
- Plan/develop promotion for all programs, working to increase participation per strategic plan i.e. flyers, social media posts etc.
- Work with Executive Director and other staff to develop all print material, e-news, emails to congregations, synod and website
- Work with staff to develop and execute fundraising and donor recognition events

Administrative/Essential Functions

- Develop standards and procedures as needed
- Work towards professional certifications and developing professional networks
- Support related board committees
- Professionalism in answering phone, emails, and direction questions

Position open until filled. Wages based on experience.