

# MEDIA/MARKETING MANAGER

## JOB DESCRIPTION

February 1, 2024



## DESCRIPTION

The Marketing Manager is responsible for all Media and Marketing for Living Waters Bible Camp. Media and marketing are crucial parts of the ministry. The Marketing Manager will use audio and visual mediums to clearly communicate events and be responsible for producing high-quality products and promotional material for the ministry. They are responsible for presenting Living Waters Bible Camp to the world in a way that is pleasing and honoring to the Lord and will seek to make Christ known through creative and strategic efforts.

## REPORTS

This position reports directly to the Executive Director

## MISSIONARY MINDSET

We consider Full-time staff as missionary families serving in the ministry, not a 9 to 5 job for an employee. Therefore, family involvement, daily schedule, yearly schedule, days off, benefits, and perks are seen through the lens of missionary mindset.

## FINANCIAL SUPPORT

To keep camper fees low (2 Cor 11:9), all Full-time staff are expected to raise support for their ministries. Salary level will not depend on the amount of support coming in. However, a 75% support level must be reached before starting to serve at camp. Staff is expected to continue the fundraising effort and reach 100% support within the 1<sup>st</sup> year at Living Waters.

## RESPONSIBILITIES

- Technical
  - Creates new Marketing materials for the camp.
  - Responsible for the management of the website.
  - Oversee printing schedule of newsletters, brochures, and other communications.
  - Maintain all applicable marketing files on servers and databases.
  - Print materials may be deployed here at camp or remotely.
  - Distribution of marketing materials.
  - Ensures quality of all Living Waters Bible Camp publicity.
  - Responsible for recruiting volunteer staff to meet the needs of the Media/Marketing department.
    - Oversee summer staff and volunteers assigned to media/marketing responsibilities.
    - Work with a variety of ages as we welcome families to come to serve together.
    - Provide training and education to staff and volunteers assisting in the department.
  - Attend camping conferences and implement learning into camp when appropriate.
  - Work within the budget guidelines and operational goals.
  - Responsible for Summer Productions.
    - Oversees and trains Summer Video, Photography, and Marketing team.
    - Video: Weekly Videos, Promotional videos
      - Summer Weekly Video Example: <https://lwbc.org/kids-camp-1-gallery/>



- Summer Camp Photo Galleries
- Promotional Materials: Placemats, napkin holders and slideshows
- Spiritual
  - Shares the gospel through Living Waters Bible Camp media productions.
  - Find discipleship opportunities to encourage guests and staff in their spiritual growth using media.
  - Show the love of Christ to campers, staff, and volunteers by producing quality products.
  - Committed to studying God's word to better equip guests, volunteers, and staff families with God's truth in love

## QUALIFICATIONS

- Spiritual:
  - Have a solid spiritual walk with Jesus Christ.
  - Have a servant leadership mentality.
  - Exhibit a Christ-like attitude.
  - Called by the Lord to serve at Living Waters Bible Camp.
  - View this position as a servant ministry.
  - Actively involved in a local assembly or church.
  - Agreement with the Doctrinal Belief Statement and Code of Conduct of Camp.
- Technical Skills:
  - Strong understanding and interest in Camp Ministry
  - Computer skills to perform responsibilities (email, documents, worksheets, presentations, online orders, etc.).
  - Proven Graphic Design Skills
  - Proven Photography Skills
  - Proven Knowledge of Media software (i.e., Adobe Suite)
  - Strong Written Communication Skills
  - Understanding of Video Production
  - Understanding of Web Design
    - WordPress and Divi knowledge is a plus
- Team skills:
  - Team player.
  - Must be able to submit to authority.
  - Must be willing to accept work direction.
  - Strong conflict resolution skills.
  - Ability to work with a variety of personalities of campers, staff, and supporters.
  - Ability to work with volunteers and other staff members as needed.
  - Able to work long hours and have the flexibility to fill voids when needed.
  - Available to work weekends.
- Personal skills:
  - High organizational skills.
  - Willingness and desire to be accountable.
  - Able to complete projects and tasks in a timely and efficient manner.
  - Able to work independently and follow through with tasks, commitments, and responsibilities.
  - Self-motivated.
- Leadership skills:
  - Able to manage, train, and supervise volunteers of all ages.
  - Willingness to recruit volunteers.



- Media and Marketing Specific
  - Able to delegate tasks and give directions to those working under them until completion.
  - Proficient with Adobe products: Adobe Premier Pro, Lightroom, and InDesign as well as digital cameras and equipment.

## SERVING DISTINCTIVES

- Promote and uphold the vision and mission of Living Waters to guests.
- Acts in the best interest of the overall ministry of Living Waters Bible Camp.
- Maintains a positive attitude toward the position, other staff, and guests to God's glory.
- Full-time staff must have their priorities set on the ministry of Living Waters Bible Camp, the ministry of their family, and the ministry of the local church.

To apply for this position, please send your resume to [ivan@lwbc.org](mailto:ivan@lwbc.org) . If you have any questions, contact the Executive Director Ivan Munguia at 608.632.0018. Learn about Living Waters Bible Camp by visiting [www.lwbc.org](http://www.lwbc.org)