



## MINISTRY POSITION DESCRIPTION

### **POSITION TITLE: Marketing Coordinator**

#### **ORGANIZATION OVERVIEW**

Youth Specialties (YS) resources and convenes the largest, most diverse gathering of youth workers in the world for the purpose of helping teenagers follow in the way of Jesus. YS is a ministry of Real Resources (RR), a nonprofit Christian faith based organization that's core purpose is to provide Christ centered resources and experiences for ministry.

#### **POSITION OVERVIEW**

The Minneapolis-based Marketing Coordinator executes the tactics from marketing strategies for the various events, resources, and services offered by Youth Specialties (YS). This person will work collaboratively with the YS team and contribute to the development of marketing strategies.

#### **RESPONSIBILITIES**

The Marketing Coordinator must excel at project management, art direction, managing details and multiple projects at once, and working with a remote team.

##### **A. Marketing Execution**

- Manage details of execution on marketing tactics based on YS marketing strategies
- Obtain quotes for design, printing, mailing, web design, etc.
- Oversee art direction on print and web projects
- Coordinate direct mail efforts, including printing, list rentals, postage, etc.
- Assist with copywriting and content input on websites
- Serve as liaison between YS Marketing team and RR Operations team to ensure inventory replenishing
- Support sales efforts by creating various media as requested
- Assist with competitor analysis
- Accomplish marketing and organization mission/goals with excellence

##### **B. Project Management**

- Create and manage schedules for marketing tactics to be executed based on marketing strategies
- Monitor the budget and spending on all marketing initiatives
- Process purchase orders and review/approve invoices for vendors
- Coordinate with the warehouse for shipping and maintaining marketing inventory

##### **C. Event Promotions**

- Assist in planning on-site marketing of future events for YS and/or the Real Resources family of ministries at NYWC
- Manage future sales area at YS events
- Coordinate opportunities for marketing at other events

##### **D. Additional duties**

- Additional tasks which support the overall ministry of Youth Specialties and/or Real Resources may be assigned



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### POSITION QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. 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.

- Vital and growing relationship with Jesus Christ and comfortable sharing their faith story and expressing faith as part of their regular job duties and responsibilities
- Commitment to Youth Specialties' and our parent organization Real Resources' Core Purpose and Values
- Outstanding organization, detail-orientation and multi-tasking ability
- Proven project management skills with the ability to execute on defined plans
- Strong writing, editing and copywriting skills, and experience with WordPress are essential
- Experience producing top-quality marketing collateral and strategies
- Understanding of web marketing and social media strategies
- Passion for marketing and business with 3-5 years of marketing experience required
- Enjoy and function well in an independent working environment
- A self-motivated, quick learner comfortable working in a demanding, fast-paced environment
- Innovate, creative thinker with an aptitude for efficiency
- Ability to work with remote staff (supervisor and other team members)
- Willingness to learn and contribute to the overall success of the team
- Aptitude in and comfortable learning various software applications

**REPORTING:** The Marketing Coordinator reports to the Director of Communications

**TRAVEL:** Moderate travel varies during the year, with travel to selected Youth Specialties ministry events, staff & marketing meetings required, with dates determined as needed

**HOURS:** This position is full-time, year-round and may require limited, minimal evening and weekend hours as operational needs necessitate (but especially during travel).

**COMPENSATION AND BENEFITS:** Pay commensurate with Youth Specialties' established guidelines, eligible for benefits after waiting period as defined in Employee Handbook.

**CONTACT:** Please submit resume, cover letter and inquiries to the Human Resources team, by e-mail to [hr@youthspecialties.com](mailto:hr@youthspecialties.com)