

Job Opening: SLU Marketing Coordinator

- Are you passionate about seeing this generation of young people rise to the call of leadership and live out their faith with excellence?
- Do you have previous experience in the field of marketing and have an eye for details?
- Do you have gifts of administration, creativity, and tenacity?
- Do you feel energized by walking alongside a small team of people committed to setting each other up for success?

If so, then this unique position just might be right for you! This full-time position is located in Orlando, Florida.

Marketing Coordinator Responsibilities:

The **Marketing Coordinator** is responsible for managing and executing marketing projects. The primary responsibilities include staying informed about the market and industry trends as well as the competitive landscape, while helping to strategize and implement marketing, branding, and advertising plans. Day to day tasks may include drafting reports, creating or coordinating content, tracking marketing results, and supporting all marketing strategies.

Specific responsibilities are detailed below:

- Support SLU's Creative Director in establishing and managing the marketing strategy for SLU, LIFT TOUR, YPS and other SLU ventures. Responsibilities may include but not limited to:
 - Create and maintain strategic calendar
 - Manage budget set by SLU's Creative Director
 - Maintain Creative Director's contacts for outsourcing and brand creation
- Work collaboratively with SLU Marketing Team to oversee development of full annual marketing campaign to ensure SLU branding remains consistent and powerful.
- Work with Marketing Team to maintain SLU's social media calendar and online engagement strategies.
- Coordinate Schedule and Execute fulfillment of SLU's Marketing campaign for each program (design work may be outsourced) to include but not limited to:
 - Catalogue of SLU Programs
 - LIFT & YPS Events Catalogue
 - 101 Promotional Pieces
 - Invitations/ Postcards for all Programs
 - School of Leadership Curriculum
 - Corresponding digital/ online pieces to ensure uniformed branding message
 - Bi-Annual Board Reports
- Help collect information to resource our audience with content outside of the summer program season programs.
- Assist in maintaining SLU website content
- Serve as onsite Program Coordinator under the leadership of the Division Executive Director for 4 to 6 programs per year.
- Assist Program Coordinators in the logistics and administrative responsibilities related to LIFT, YPS and SLU programs and registration of them (balance calls, program material, registration material, etc.) as assigned by the Division Executive Director.

Experience and Qualifications:

The marketing coordinator must be an organized multitasker able to handle many diverse projects at once and meet tight deadlines.

- A Bachelor's Degree or higher in marketing, advertising, communications or similar is preferred.
- Prior experience as a marketing coordinator, marketing intern or similar role with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media.
- Excellent writing, communication, presentation skills, problem-solving and project management skills.
- Proficient in full Microsoft Office suite, especially Excel, Adobe Suite, InDesign, Photoshop and Illustrator, and be comfortable with using Mac operating systems.
- Working knowledge of HTML and design and email software.
- Experience working with budgets and forecasting projected project costs.
- Individuals need to be organized, detail-oriented, gifted in administration, and skilled in working with creatives.
- Ideal candidates for this position are those that are passionate about developing programs that are designed to cultivate and equip students and those that lead them to think big thoughts, dream big God-sized dreams and lead with intentionality and purpose.
 - They must be self-starters and have the ability to multi-task projects and adapt to change.
 - They must be dependable, take initiative and have a great attitude.
- Candidates should only apply if they are excited about SLU's [Statement of Vision](#) and are passionate about assisting our close-knit team in carrying out this vision.

Position Compensation and Benefits:

- *Compensation:* Compensation will be commensurate with experience and education level, paid twice monthly (15th and 30th).
- *Health Insurance:* SLU provides coverage for employees through Guidestone Resources (Blue Cross-Blue Shield). SLU does not pay for the coverage of spouses or dependents at this time, but you can elect to pay for it yourself through payroll deduction. It is a pretty robust plan with the best national/international coverage.
- *Vacation:* You will be fully vested on day one of your new role and will be offered 10 days of vacation, of which no two consecutive weeks are to be combined in your first twelve months of employment.
- *Benefits:* Quarterly staff development trainings, yearly stipend for personal development and time management tools, and opportunity to impact thousands of students and youth pastors lives through this ministry.

How to Apply: If you believe you are a good fit for our team, please email your resume and cover letter to jobs@studentleadership.net, note the position you are applying for and click [here](#) to fill out the pre-interview questions.

If Interview is Scheduled: If an interview with SLU is scheduled, applicants will be asked to submit a sample of their work for the project below.

Sample Project: Create a marketing campaign advertising Youth Pastor Summit registration opening on January 12, 2021, with these objectives:

- Outline a two-month marketing plan for this program with details and deadlines for each initiative both digital and print
- Create 2 social media graphics
- Write 3 captions we can use on social media