Job Opening: Digital Content & Marketing Coordinator
Location: Winter Park, Florida
Status: Full-Time

Role Overview
Are you passionate about using creativity to impact the next generation of Christian leaders?
Student Leadership University (SLU) is seeking a creative, innovative, and strategic Digital Content & Marketing Coordinator to bring SLU's brand, mission, and vision to life through visual storytelling, engaging content, and intentional communication. This individual will play an important role in strengthening SLU's visual identity and digital presence through graphic design, video content, and marketing initiatives. From conference promotions and social media to event materials and organizational branding, this position will help shape how SLU communicates its mission, tells its story, and connects with students, ministry leaders, and key audiences.

If you enjoy turning ideas into meaningful creative content, thinking outside the box, and using your gifts to contribute to a mission bigger than yourself, we'd love to meet you!

Role Responsibilities

Graphic Design & Brand Development
- Serve as the organization's in-house graphic designer, creating high-quality visual assets for digital platforms, print materials, social media, merchandise, events, and marketing campaigns.
- Help develop, strengthen, and maintain SLU's visual brand identity across all platforms and organizational initiatives.
- Bring fresh creative concepts and innovative ideas that elevate the SLU brand.
- Translate marketing strategies, ministry initiatives, and organizational goals into compelling visual content.
- Maintain consistency in brand standards across all SLU programs and ministry initiatives.

Video & Digital Media
- Create and edit engaging video content, including speaker highlights, social media reels, promotional videos, vlog-style content, and other digital resources.
- Identify creative opportunities to communicate SLU's mission, ministry impact, and stories through video and digital media.
- Stay current with emerging digital trends, creative tools, and best practices for platforms such as YouTube and Instagram.
- Contribute to the continued development and expansion of SLU's digital presence.

Marketing & Social Media Content
- Create and edit engaging video content, including speaker highlights, social media reels, promotional videos, vlog-style content, and other digital resources.
- Identify creative opportunities to communicate SLU's mission, ministry impact, and stories through video and digital media.
- Stay current with emerging digital trends, creative tools, and best practices for platforms such as YouTube and Instagram.

- Monitor and track digital performance, including audience growth, reach, engagement, and content effectiveness.
- Contribute to the continued development and expansion of SLU's digital presence.

Team Collaboration & Project Management

- Collaborate across program divisions to support events, marketing campaigns, and creative initiatives.
- Manage multiple creative projects, timelines, and deadlines while maintaining a high standard of excellence.
- Take ownership of assigned projects from initial concept through final execution.
- Contribute ideas that improve creative processes, organizational efficiency, and the effectiveness of SLU's communication efforts.

Qualifications & Experience

- Bachelor's degree in Graphic Design, Digital Media, Marketing, Communications, or a related field preferred, but relevant experience will also be considered.
- Strong graphic design skills with a portfolio demonstrating creativity, versatility, technical ability, and attention to detail.
- Proficiency in Adobe Creative Suite, particularly Illustrator, Photoshop, and InDesign.
- Strong understanding of typography, layout, color theory, visual storytelling, and brand development.
- Video editing experience with proficiency in Premiere Pro, Final Cut Pro, or similar software.
- Understanding of digital marketing, social media strategy, audience engagement, and emerging content trends.
- Strong creative writing, copywriting, and communication skills, with the ability to adapt messaging to different audiences and platforms.
- Familiarity with social media analytics, digital performance metrics, and reporting tools, with the ability to translate insights into actionable recommendations.
- Ability to develop and maintain consistent brand standards across multiple mediums.
- Strong organizational and time-management skills with the ability to manage multiple projects, competing priorities, and deadlines.
- Ability to collaborate effectively while also working independently on assigned projects.
- Willingness to learn and adapt to emerging creative technologies, digital platforms, and organizational systems.
- Ability to successfully complete SLU's required background screening process.

The Ideal Candidate

- Has a growing relationship with Jesus and a passion for serving the next generation.
- Is excited about SLU's Mission and Statement of Vision and understands the importance of developing future leaders.
- Values excellence, humility, and teamwork, finding fulfillment in using their creative gifts to advance the greater mission of SLU.
- Is naturally creative, curious, and innovative, with a passion for visual storytelling that communicates purpose, creates connection, and inspires action.
- Is a visual storyteller who understands that effective design and communication are about more than aesthetics—they communicate purpose, create connection, and inspire action.
- Takes initiative, anticipates needs, and approaches challenges with a solutions-oriented mindset. Looks beyond the immediate assignment to identify opportunities for improvement.
- Demonstrates reliability and personal responsibility, taking ownership of projects from concept to completion.

- Works well independently while remaining collaborative and proactive in communicating progress, challenges, and outstanding needs.
- Remains flexible and resourceful in a fast-paced environment where priorities and projects can shift.
- Understands the importance of stewardship and approaches the organization's brand, time, resources, and relationships with care and responsibility.

Why SLU?
At SLU, we don't just run events—we create life-changing experiences that help students and leaders think, dream, and lead at the feet of Jesus. We believe that investing in the next generation begins with investing in our own team.

As part of SLU, you'll have the opportunity to grow personally, professionally, and spiritually while gaining hands-on ministry experience alongside a collaborative team committed to excellence. If you're passionate about serving others, eager to grow, and excited to contribute to a mission bigger than yourself, this role may be for you.

Position Compensation and Benefits
- **Compensation:** Salary will be commensurate with experience, education, and qualifications and is paid twice monthly.
- **Health Insurance:** SLU provides employee health insurance coverage through GuideStone Resources (Blue Cross Blue Shield), offering comprehensive national and international coverage. Spouse and dependent coverage is available at the employee's expense through payroll deduction.
- **Paid Vacation:** Employees receive 10 days of paid vacation beginning upon employment. Vacation scheduling is subject to program calendars and organizational needs. During the first year of employment, vacation may not be taken in two consecutive weeks.
- **Professional Development:** Quarterly staff development training, an annual personal development stipend, and resources to support professional growth and effective time management.
- **Ministry Impact:** The opportunity to invest in the lives of thousands of students and ministry leaders through meaningful, Christ-centered work.

How to Apply
If you are passionate about investing in the next generation, enjoy bringing excellence to the details, and are excited about the opportunity to serve alongside a Christ-centered ministry team, we would love to hear from you! Please email your resume, design portfolio, and cover letter to jobs@studentleadership.net, indicating the position for which you are applying, and complete the pre-interview questions using the link provided here.

If Interview is Scheduled
Applicants invited to interview will be asked to complete a brief practical assignment designed to demonstrate their ability to develop creative concepts, translate ideas into graphics, and create social media content.