

COVENANT PINES MINISTRIES

Job Description

Job Title: CPM, Marketing Director

Reports to: CPM Executive Director

PURPOSE:

The CPM Marketing Director is responsible for increasing CPM brand awareness, protecting the CPM brand identity and increasing the revenue and occupancy for Covenant Pines Ministries. This position serves as the primary curator and caretaker of the CPM ministry story. The Marketing Director is responsible for the digital presence, print presence and merchandising of CPM. Significant time will be spent in developing relationships with churches, camps, parachurch ministries and non-profits with the purpose of increasing awareness of CPM programs, partnership opportunities and ministry participation. All efforts must be conducted with a servant attitude that seeks to fulfill the Covenant Pines Ministries mission “to encourage campers to take a next step in Christian faith.”

QUALIFICATIONS:

This position requires an active and growing faith in Jesus Christ, demonstrated personal integrity, consistent work ethic, interpersonal communication and organizational skills, attention to detail and the ability to thrive in both a team-oriented environment and while working individually. Preferred qualifications also include a college degree and at least 2 years of marketing experience in a camp, ministry and/or hospitality environment. Individuals must possess demonstrated aptitude in public speaking, copy writing, photography, videography, layout design, database management, MailChimp, CampBrain, Microsoft Office and the ability to multitask.

Applicants agree to support the mission, vision and values of Covenant Pines Ministries and principles of The Evangelical Covenant Church, as published in “Covenant Affirmations” (see <http://www.covchurch.org/affirmations>).

RESPONSIBILITIES:

- Marketing
 - Develop a marketing strategy to promote seasonal and summer events at each of the four ministry centers
 - Oversee publication of email newsletter
 - Oversee publication of printed newsletter
 - Oversee content management of the website and social media to ensure it is current and relevant
 - Within the marketing strategy, work to expand participation among Twin City Covenant churches
 - Explore new ministry partnerships with churches, camps and parachurch organizations
 - Represent CPM at ministry fairs, youth conferences....
 - Seek to fill the beds and open dates through advertising, incentives, promotions and relevant communications
- Covenant Church Relations
 - Communicate with local churches on a regular basis via personal visits, phone calls and emails
 - Attend camp representative meetings and Covenant Pines Annual Meeting

- Conduct camp promotions at churches
 - When possible, attend ministry gatherings in the Twin Cities
- Merchandise
 - Coordinate with the camp staff on merchandise items to ensure brand alignment

WORK ENVIRONMENT AND HOURS:

The Marketing Director position is full-time, with a work schedule that varies depending on the season of the year and timing of groups at camp. The Marketing Director position is based out of the Twin Cities and applicants must be willing to travel extensively in the Cities. In addition, the candidate must be willing to travel to McGregor and Grand Marias for periods of time. Individuals must possess the physical ability to lift, carry and operate necessary equipment, as well as to make their way around camp on foot.

COMPENSATION AND BENEFITS:

Compensation commensurate with experience, with eligibility for benefits such as health insurance, retirement, vacation days, holidays and sick time as defined for full-time employees in the Employee Manual.