



## Job Description

**Position:** Marketing and Event Coordinator

**Purpose:** To carry out the mission of Riverside, “To know Jesus Christ and to make Christ known to all” through overseeing all aspects of marketing, communicating with alumni, and coordinating a few key events that help support the ministry of Riverside.

### Qualifications

- Disciple of Jesus Christ
- Demonstrates the leadership characteristics set forth in 1 Timothy 3:1-12 and Titus 1:6-9
- Embraces Riverside’s Mission and Core Values
- Committed to the Biblical design for ministry leaders to equip God’s people to do His work (Ephesians 4:11-13)
- Bachelor degree in a communications related field or experience equivalent
- Strong ministry gifts and passion for writing and editing, web design, graphic design, directing and producing videos, social media, and printed publications
- Excellent relational, verbal communication, strategic thinking, and team building skills.
- 1-5 years communications and ministry experience

### Responsibilities

- Create and implement a clear, simple, and strategic communications plan to connect with those already connected with Riverside and those that are not.
- Strategically align and effectively use branding, web, email, video, social media, and print to communicate the vision, ministry opportunities, and stories of God at work to a variety of audiences.
- Operate as the Riverside webmaster to make our website as user friendly as possible, while also effectively communicating the mission and vision of the power of a camp experience.
- Design all printed materials that come out of Riverside, including posters, postcards, magazines, and more.
- Produce videos that help communicate about our programs and tell people’s stories of their camp experiences.
- Take a variety of high quality still photos for both promotional purposes and also for potential of decorating in our facilities.
- Organize, with the help of other staff and volunteers, fundraising events such as the Gala, Partner Dinner, Quilt Auction, and the Riverside Golf Outing.
- Develop a strategy to connect with Riverside alumni to keep them informed of what is happening at Riverside, help them tell their camp story for promotional and fundraising purposes, and communicate opportunities for them to stay connected to camp.
- When able, travel on some church visits to communicate opportunities to be involved at Riverside.

### Position Hours and Schedule

- This position is full-time.