



Marketing Coordinator

Overview:

The Marketing Coordinator will oversee the process and project management of the Marketing and Creative team and use their knowledge and experience to advance Pathfinder's brand awareness through digital marketing.

Attributes:

- **Positive.** A proactive collaborator and team player.
- **Process-Minded.** Able to lead planning and processes strategically and effectively.
- **Tenacious.** Has a passion for excellence and pushing projects to completion.
- **Organized.** Strong administrative and time management skills, detail-oriented.
- **Creative Problem Solver.** Able to identify areas for improvement in systems and creatively provide solutions for improvement.
- **Faith-Filled.** A heart for Jesus, the church, and helping people take steps on their journey toward a whole life.

Responsibilities:

Marketing Coordination

- Implements the strategic direction set by the Brand, Marketing, and Creative Director through the project and process management of the creative team and volunteers.
- Makes routine edits and adjustments to the church and school websites, as needed.
- Oversees digital advertising campaign coordination across various platforms (AdWords, Facebook, etc.) and reports on effectiveness and new opportunities.

Project Management

- Utilizes project management tool (Asana) for coordination and communicates project requirements to the creative team.
- Follows up, as necessary, with team members and other departments regarding deadlines and requirements for successful project timelines.
- Meets with ministry departments, as needed, to discuss project/event requirements with a focus on brand consistency, quality, timeliness, and budget.

Social Media Coordination

- Oversees the implementation of the social media strategy and reports on social media effectiveness: community building, site traffic, and engagement.
- Ensures clear and visually compelling pieces are prepared for social media.
- Coordinates photography and video needs for social media posting.

Volunteer Coordination

- Oversees the scheduling of volunteer teams (photography team, digital care team, etc).
- Experience managing staff and/or volunteer teams of 5 or more preferred.

Copywriting

- Ensures social media posts remain consistent with brand voice.
- As needed, write and/or review copy for multiple purposes and audiences such as press releases and stories for publication.



Qualifications and Educational Requirements:

- Four-year college degree in marketing, communications, advertising, or graphic design degree preferred.
- Experience in church work and/or non-profit environments preferred.
- Experience and efficiency with WordPress (working knowledge of HTML preferred) and Adobe CC: Premiere, Photoshop, Etc.
- Experience with Microsoft Office applications and working on Mac and PC platforms.

Work Schedule:

Full time position working a minimum of 40 hours a week with typical working days Monday –Friday from 8:00 – 4:30pm. Must have flexibility to occasionally work longer hours based upon demand of operations.

To Apply:

Interested candidates should submit an online employment application at

www.pathfinderstl.org/employment.

For questions about our application, please contact Melissa Harting at mharting@pathfinderstl.org

To learn more about our organization visit us at:



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