

# New Life Ministries

## Job Description

**POSITION:** Marketing Coordinator **REPORTS TO:** Sr. Director of Operations  
**FLSA JOB STATUS:** Exempt; full-time **APPROVED DATE:**

**POSITION SUMMARY:** The Marketing Coordinator is a crucial role for New Life Ministries for advancing the mission and helping the ministry reach its organizational goals. The primary responsibility of this role is to guide the ministry and leadership in developing and executing marketing strategies in alignment with the strategic goals and values of New Life Ministry. This position will assist in:

- raising awareness of NLM in the public (brand awareness),
- provide guidance in marketing for events and intensives, and
- assist in fund-development efforts with direct mail, social media and special events.

The position will work in cooperation with senior leadership, department heads and outside vendors.

### RESPONSIBILITIES

- Develop and implement a comprehensive marketing plan and strategies to promote the NLM mission and programs.
- Work with teams to create visually appealing and compelling marketing materials for campaigns, Ministry awareness and events.
- Coordinate the execution of content across all marketing channels, including social media, print and websites.
- Monitor NLM's online presence, including the website and social media platforms, ensuring consistent branding and messaging.
- Collaborate with leadership to implement successful campaigns across all channels leading to increased volume of calls, event registrations, resource sales, donations, and other revenue improvement metrics.
- Create effective "calls to action" through all platforms whereby each target audience has a clear message and compelling action to take leading to donations, event registrations, and resource sales
- Manages and coordinates with vendors on direct mail appeals and newsletters.
- Assist in the development of creative content, including copywriting, graphic design, and video editing.
- Participates in the development of and responsible for maintaining marketing resource materials; brochures, data sheets, project lists, and presentation slides.
- Collaborate with internal teams and external partners to ensure successful campaigns and appeals with seamless execution.
- Demonstrate strong analytical and reporting skills to assess the success of marketing initiatives and recommend areas for improvement.
- Continuously evolve strategies based on insights and data.
- Prepare and manage marketing budgets for campaigns and events.
- Create and maintain branding and style guidelines.
- Maintaining marketing and communications calendar

### QUALIFICATIONS:

Bachelor's degree in Marketing, Communications, or a related field, or equivalent experience with a preference in a nonprofit or faith-based field.

- Experience with social media initiatives and platforms, strong project management skills, and strategic thinker.
- Proficiency in analytics tools and reporting skills to assess the success of marketing initiatives.

- Strong written and verbal communication skills with the ability to produce engaging and compelling content.
- Must have the ability to work independently and in cooperation with different departments.
- Detail-oriented and organized, with exceptional prioritization skills.
- Adaptability to evolve strategies based on data and audience feedback.
- Must thrive working assertively in a deadline-driven environment.
- Experience in Non-profit fundraising is a plus.
- While formal experience is valuable, a passion for our mission and a strong alignment with Christian values are equally important.

**PROFESSIONALISM:** In addition to the daily job responsibilities, the employee should adhere to NLM’s standards of professionalism.

- Be punctual and dependable.
- Be neat and professional in appearance.
- Have an enthusiastic approach to completing assignments and duties.
- Be a positive role model for staff and clients.
- Use appropriate methods to cope with stressful situations.
- Accept and integrate constructive suggestions in effective ways.
- Work with other staff members to inspire teamwork and promote cooperation.
- Understand and maintain confidentiality.

**Connection, Truth and Transformation (NLM Core Values)** are at the heart of the relationship between NLM, its employees and the public. To fulfill the ministry’s purpose, develop employees and enhance employee performance, NLM may require employees to:

- Attend, observe or work at NLM-related events.
- Participate in weekly staff devotional meetings.
- Read and/or listen to NLM-related programs, resources and other professional development materials.
- Connect and interact with the NLM community of listeners, donors and participants through verbal and written communications; e.g., donor thank-you calls, pre-event welcome calls and related correspondence.

**RECEIPT/ACKNOWLEDGMENT**

I have read and understand this job description and I understand it contains important information about my position at New Life Ministries. I acknowledge I am capable of performing the essential responsibilities of the job.

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_