



## **Marketing and Communications (MarCom) Specialist**

Updated September 2023

### **Position Overview:**

Youth Dynamics' vision is to see youth transformed by the power of Christ, integrated into the local church, and impacting their world for Him. This full-time ministry position exists to support this vision by promoting the ministry through strategic marketing and communication strategies. This position is funded by personal support-raising.

Youth Dynamics is seeking a full-time marketing and communications professional with strong design and marketing skills to help promote the ministry of Youth Dynamics and its brand to various audiences. We are looking for someone whose gifts and talents are in advertising, graphic design, and promotion via website, mobile, and social media platforms.

If you desire to serve in a Christian workplace and use your skills to help fulfill the mission of Youth Dynamics, this could be a great opportunity for you. This position is an exciting opportunity to join and impact a growing and vibrant Christian organization who has been impacting youth eternally for Jesus since 1970.

### **Key Responsibilities and Expectations**

- Assist with ministry-wide communications strategy including designing print and digital promotional materials, producing biannual organization-wide newsletter, and designing various direct mail pieces.
- Develop, implement, and evaluate organizational marketing and communication strategies in collaboration with communications team.
- Implement and oversee digital marketing and social media strategy. Lead social media team to promote professionalism, brand consistency, and assist staff as needed to become more effective at social media.
- Create and post regular updates to Youth Dynamics' social media outlets, including pictures, news articles, blog posts, press releases, fundraising appeals, and any other promotional items.
- Maintain updated information and posts on the various social media platforms, including Facebook, Instagram, LinkedIn, Twitter, YouTube, and other media outlets.
- Collaborate with the communications team to ensure deadlines are met and messaging is consistent.
- Work collaboratively to keep the website updated and informative. This includes

building out new ministry area pages, updating content and photos, and ensuring information is correct and consistent on website.

- Contribute to and maintain library of stories and photographs for ministry use.
- Cultivate and steward personal donor relationships (1-2 hours/week at minimum)
- Other duties as assigned by your supervisor

**Reports to:** Director of Development and Communications

**Supervises:** Volunteers

**Works Collaboratively with:** President, Director of Development and Communications, Marketing Team, Multimedia Specialist, various staff

**Qualifications:**

1. Bachelor's degree in communication, marketing, or related field (preferred)
2. Three to five years of related experience (preferred)
3. Clear, concise, and compelling communication skills (written and oral)
4. Attention to detail and proven ability to meet deadlines
5. Working knowledge of Adobe Creative Suite, WordPress, Canva, Microsoft Office, and other software applications (or willingness to learn)
6. Experience in web design, tag manager, social media management, marketing, digital marketing, SEO, graphic design (preferred)
7. Knowledge of and/or experience with social media, podcasting, and video production and editing
8. Ability to effectively communicate and work with others in a team setting
9. Active and growing relationships with Christ and willingness to sign Youth Dynamics [Statement of Faith](#). Demonstrated ability to work harmoniously with people from varied cultural, socioeconomic, educational, and experiential backgrounds
10. A passion for reaching young people
11. Able to work well independently and within a team

**Salary and Benefits:**

- Pay\* \$48,000-\$60,000 DOE
- Health insurance reimbursement options
- 401k retirement plan - organizational match (up to 3%)
- Paid time off

**\*Compensation - The Support Raising Journey:**

Youth Dynamics partners with Via Generosity ([www.viagenerosity.org](http://www.viagenerosity.org)) to offer the best and most updated training on raising personal support. You will be provided with a personal support raising coach as well as all of the necessary training to successfully:

- Raise 100% of salary, benefits, and necessary ministry expenses to meet your financial goals.
- Best-in-class training to maintain financial vitality and great donor care.
- Communicate ministry updates and progress to donor partners.

**Job Type:**

- Full-time
- Position located in Burlington, Washington preferred. Remote option available for the right candidate.

**How to Apply:** Please fill out the application online at <https://yd.org/join-our-team/full-time-staff/>. In addition, please send a cover letter summarizing your qualifications, what you bring to this position, why you want to work for Youth Dynamics, along with your resume to [hr@yd.org](mailto:hr@yd.org).

**Position Status:** Open until filled