



JOB TITLE: Communications and Engagement Coordinator
SUPERVISED BY: Associate Director

POSITION OVERVIEW:

The Communications and Engagement Coordinator supports Covenant Harbor through increasing awareness, affinity and participation in Covenant Harbor's programs and work opportunities. This broad and outward facing position anticipates future engagement needs and recommends proactive steps to meet those needs (filling programs with participants, filling staff positions, filling open beds, communicating future events and initiatives, etc.). This position uses a variety of strategies to engage current and potential guests, using compelling written copy, social media, website, in-person visits, tours, data, photography and displays.

GENERAL QUALIFICATIONS:

This ideal candidate must:

- Be a committed and growing follower of Jesus Christ and actively involved in a local church.
- Be in agreement with and support Covenant Harbor's mission and vision.
- Be in agreement with the Affirmations of the Evangelical Covenant Church.
- Possess excellent written and interpersonal/communication skills, including talking in front of groups.
- Be a planner who is creative, innovative, and decisive with the passion to follow through to execute the plan.
- Be able to translate objectives and goals into a workable plan and delegate appropriately while managing projects and the overall marketing activity.
- Be naturally proactive.
- Be a lifelong learner, not comfortable with the status quo, particularly in the camping industry.
- Be willing to visit with group leaders, churches, and organizations within a two hour radius of Lake Geneva, WI.
- Be able to demonstrate a passion for participation in camping ministry.
- Possess sufficient video and photography skills to ensure compelling external messaging.
- Be able to coordinate creative and produce small graphic design pieces for marketing purposes..
- Have a passion for engaging people of all backgrounds and ethnicities to feel welcome, safe and accepted.

EDUCATION AND TRAINING:

- A minimum of 2 years demonstrated related experience or education required.
- A valid driver's license and a clean driving record.
- Computer knowledge and experience in the use of Microsoft Office and Google Suite. An aptitude and willingness to become proficient in CampBrain and other database management systems.

GENERAL DUTIES:

- Hands-on implementation of the Covenant Harbor marketing and communications plan.
- Coordinate internal marketing efforts to identify and maximize the multiple "engagement pipelines," moving people from a lower level of awareness/engagement to a higher level of awareness/engagement.
- Write copy and content for needed external communications.
- Coordinate and schedule external messages so that there is an organized, unified and compelling brand messaging and voice.
- Serve as a connector between departments in areas of engagement and marketing efforts.
- Support the leadership team in managing traditional media inquiries and opportunities.
- Ensure brand quality control with all external messaging adhering to the Covenant Harbor branding guidelines.
- Seek new external relationships with new groups, schools, camper parents, potential staff and other audiences.
- Responsible for keeping the website relevant and current.
- Responsible for all social media content and coordination of posts.

SPECIFIC DUTIES:

A. Marketing Plan Execution:

(Marketing Plan strategy to come from regular marketing meetings involving multiple departments.)

- Execute marketing strategies from beginning to end with attention to detail, ensuring alignment with goals and branding guidelines.
- Assist departments in promoting programs in order to increase participation by campers and guests.
- Cultivate and promote media relations, communication strategies, and brand development.
- Coordinate design and printing schedules for all materials needed to promote programs and increase awareness and participation.
- Develop and draft communication content that assists in the execution of the communications strategy in support of unit communication goals: Mailchimp, DonorPerfect, Website and Blogs.
- Visit key churches, trade shows, camp fairs, or other organizations.
- Manage and coordinate promotion and connections made at onsite events.
- Give tours to visiting groups as needed.

B. Media:

- Develop and manage social media content to support volunteer and staff recruitment, internal and external relations, and program development. Includes planning, loading and monitoring social platforms and developing internal reports.
- Ensure Covenant Harbor is represented in a variety of media sources that reach our target markets: advertisements, free and paid websites, search engines, directories, etc.
- Ensure the website is current and informative and consistent with branding for Covenant Harbor.
- Develop and manage creative assets library – photos, social media templates, branded images, videos and user quotes for use in pertinent communications.
- Support the leadership team in managing crisis communications.

C. Market Research:

- Use data to measure, analyze and make recommendations for program and messaging improvement. Includes:
 - Guest evaluations and follow up (as needed).
 - Registration pace awareness vs. budget as requested by departments.
 - Trends: guest data, stakeholder trends, comparable industries, etc.
 - Pricing and program comparisons.
- Share data to help staff draw conclusions to maximize impact, adjust offerings and anticipate future needs.

D. General Camp Support:

- Assist with office functions as part of the office team: phones, answering general questions, mail as needed.
- Assist in recruiting efforts for all staffing and volunteer needs through social media and other outlets.
- Special communications and engagement projects as requested by other departments.
- Champion cross-marketing opportunities at camp for onsite guests (displays, calendar of events, etc.).

E. Greater Covenant Harbor Ministry:

- Be a positive, helpful and active member of the staff community.
- Support and help with retreats and events at Covenant Harbor.
- Help effectively maintain and steward Covenant Harbor's resources.
- Coordinate and collaborate with our partner organizations.

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS:

This position will spend about 20% of the time “in the field,” mingling with key guests on site, visiting prospects and going to tradeshow, etc. The majority of duties are conducted in an onsite office environment. Office hours are mostly regular, but occasional flexible work hours are required during busy times. Work is divided between sitting in an office and working on a computer, talking on the phone, and traveling by car. Occasionally, lifting up to 40 lbs. is necessary. Good stamina is required since the camp environment may require long days during certain times of the year and walking around camp will be necessary. Travel throughout the Chicago area and Upper Midwest is required.

SALARY & BENEFITS:

Type of Position: Full time salaried, year-round

Benefit Package: Salaried Exempt Position - Level IV benefits (Covenant Harbor's highest level of medical and annuity benefits) + mileage reimbursement and/or use of company car when visiting stakeholders.