

Job Description

Job Title:

Marketing Manager

Purpose Statement:

The marketing manager will develop a relational marketing strategy to support the growth and goals of Tejas Camp and Retreat Center. The marketing manager develops and implements Tejas external communication to guests and internal communication with staff, while also supervising media staff members.

Reports to:

Executive Director

Responsibilities:

Marketing

- Promote Tejas's public image and culture by planning and implementing effective marketing and development strategies.
- Market to potential guests, volunteers, staff, and donors using various forms of advertising and promotional communication.
- Work with marketing consultant to accomplish Tejas goals.
- Manage Tejas's two websites (camptejas.org and lightsoftejas.com) including maintaining and updating the content and overseeing any changes to web design.
- Use photos and video to enhance Tejas marketing efforts, taking images when necessary and keeping them tagged and organized for future use.
- Utilize graphic design techniques to create media and marketing content.
- Utilize social media platforms and develop a consistent marketing message to online followers.
- Coordinate with recruiting manager to support online and media recruiting efforts.
- Manage and oversee guest AV needs by directing staff.
- Assist Executive Director with assignments as needed with Budget, Donor Relations and Special Assignments.

Work Schedule

Full time, approximately 40-50 hours a week, with periodic weekend work.

Qualifications

- BA in Communications, Marketing or similar degree.

- 3 - 5 years in a marketing communications role.
- Excellent written and oral communication skills.
- Exhibit leadership qualities such as conflict resolution, motivation, engagement and elevating the abilities of others.
- Proficiency with computers and online properties such as Instagram and Facebook, plus familiarity with graphic design, email management, and content management systems.
- Passion for storytelling and helping to set the stage for Jesus to transform lives.