

Marketing Coordinator – Student Ministries

Department: Marketing & Communications Team

Reports to: Marketing Specialist

Direct reports: n/a

Status: Full-time (40+ hours per week); Non-Exempt

Position Overview

Connecting the world with God and one another by partnering with the Marketing & Communications Team and the Student Ministries team to build, implement, optimize, and adjust marketing that reaches more students and encourages the growth and development of our students.

Position Responsibilities

- Collaborate with departmental leaders to create and execute marketing campaigns aligned with churchwide goals.
- Monitor campaign performance and provide regular updates to stakeholders.
- Create engaging written, graphic, and video content for department-specific needs.
- Maintain consistency with the church's branding guidelines across all materials.
- Manage social media accounts for assigned departments, including posting, scheduling, and community engagement.
- Track and report on social media performance analytics.
- Assist in the promotion of departmental events through digital and print marketing materials.
- Work closely with the events team to ensure timely and effective communication.
- Act as the liaison between the department and central marketing team to ensure messaging aligns with overall church vision.
- Attend regular team meetings and provide insights on departmental needs and strategies.
- Analyze marketing campaign metrics to refine strategies and improve future performance.
- Support ministry team with creative, data-driven solutions for events or campaigns.

Position Requirements

- Must have an active and growing relationship with Jesus Christ.
- An associate's degree in marketing, communications, management, video, or graphic design.
- 1-2 years of experience in marketing, social media management, or content creation.
- Regular attendance at Student Ministry programming is required (approx. 2x per month).
- Some weekend hours are required based on the calendar of Student Ministry special events.
- Experience working on a creative team is a plus.
- Proficient skills in Adobe Creative Suite and multiple video editing programs.
- Strong written and verbal communication skills.
- Organized, detail-oriented, and able to manage multiple projects simultaneously.
- Basic knowledge of website content management systems and email marketing tools.
- Understanding of SEO and digital advertising is preferred.
- Active participation in church life is a plus.



STRATEGIC FRAMEWORK

Vision/Purpose: Connecting the world with God and one another.

MINISTRY VALUES

1. Bringing glory to God and reaching people for Jesus Christ drives everything we do
2. All of our ministries are to be Biblically sound, culturally relevant, and supported with prayer
3. God's Word is truth and we trust it above anything else to make a lasting impact on those we touch
4. Individual and corporate worship is critical to our spiritual health and relationship with God
5. Our fellowship is focused on shepherding and caring for one another
6. Our evangelism is driven by a sincere burden for all people and is worldwide in its impact
7. Our ministry is done with excellence and sense of urgency because it honors God and inspires people
8. We will never lose sight of our vision

MINISTRY PHILOSOPHY

Simple Purpose, Simple Church	Our purpose is simple: Connecting the World with God and One Another. Our church structure, programming and ministries will follow our simple discipleship process. All we do will be understandable and easily accessible. We will strive to have a minimum amount of bureaucracy.
Strategic and Effective	We minister with a sense of urgency; the stakes are heaven and hell for the people we serve. Everything we do will be strategically planned, focused on the vision and measured for outcomes. Our measure of "success" will be conversions, baptisms, spiritual growth and maturity, and the completion of the Great Commission.
Felt Needs First, Prescribed Needs Second	We will seek to meet people's felt needs first, then move people to the "prescribed" needs outlined in the Bible.
Come and See – Go and Be	We will partner with the congregation in doing Kingdom work. The staff's role will be to provide a clear vision and effective programming. The congregation's role will be to invite people to come and experience what God is doing through Alliance Church and eventually engage in the discipleship process. We also encourage ministries and individuals to "go and be" the reality of Jesus Christ by sharing Christ's love through personal evangelism, community service, and world missions.
Healthy Relationships	We work together as a team. We keep short accounts, will not let conflict simmer, and have a never-ending focus on the vision. We will maintain a broad view and will not tolerate turf wars or personal kingdom-building.
Servant Leadership	We have a towel over our arm at all times. We have a positive attitude of joyful, humble service towards each other and the people we serve in and outside of our church.
Stronger Together	We will be a ministry that strategically and intentionally integrates ministries so they link together to produce healthy disciples of Christ that can advance the Kingdom as one.
Complementarian	Men and women equally share in the blessings of salvation; nevertheless, based on Scripture, some governing and teaching roles within the church are restricted to men.
Healthy Leadership	We are healthy, high-capacity individuals. We maintain our spiritual, emotional, relational, mental, and physical health by keeping priorities straight. We live up to our commitments to others and live lives of integrity, at home, at church, and in the community.
Equip Future Leaders	We will train, equip, and empower young leaders in all ministries to remain relevant and effective, both for today, and for future generations.