

## LeTourneau Christian Center

**Job Title:** Marketing Designer and Brand Manager  
**Classification:** Full-time Salary Position  
**Reports to:** Camp Director



**LETOURNEAU**  
CHRISTIAN CENTER

### **Position Purpose:**

Create and maintain all marketing material to best communicate the mission and ministries of LeTourneau Christian Center. Improve and maintain LeTourneau's brand identity, which includes creating, reviewing, updating, and maintaining the ministry's marketing content. By bringing your individual spiritual gifts and love for the Lord and His people, you will impact Christ's Kingdom at LeTourneau Christian Center.

### **Primary Ministry Responsibilities:**

- Lead Designer for the following content: website, online ads, e-news, email, social media content, merchandise, and printed material
- Oversee all other marketing content produced by staff, volunteers, and contracted companies
- Improve and maintain LeTourneau's brand identity
- Be willing to learn new skills and technology to advance goals
- Communicate effectively with marketing project collaborators
- Develop and maintain a marketing calendar
- Create and maintain marketing systems and asset libraries
- Make recommendations for an annual budget
- Conduct marketing research
- Be proactive about improving your skill set through professional development

### **Other Job Duties:**

- Answer the phone as needed; relay messages
- Assist with special events as appropriate
- Attend office and administrative staff meetings
- Receive CPR and 1st Aid training in accordance with state regulations as necessary
- Maintain clear and positive written and verbal communication with all camp staff
- Work at recruiting volunteers in your field
- Interact well with volunteers and show appreciation before, during and after service has been completed by a volunteer
- Be approachable, caring and able to build strong relationships
- Take an on call rotation as needed for guest needs
- Working in other departments when necessary
- Your personal spiritual gifts and strengths will be assessed and other responsibilities appropriate to your gifts may be assigned

**Qualifications and Requirements:**

- Posses a bachelors degree and/or have qualifying experience in marketing
- Be able to sign in good faith the LeTourneau Statement of Faith
- Be a growing believer with fruit to show ones faith in Jesus Christ
- Be active in a local church
- Possess a ministry mindset
- Be willing to work 6 days a week during summer months; 8-10 weeks
- Handle pressure well; presenting a Christian and professional attitude in front of others
- Be focused and posses good organizational skills and the ability to problem-solve

I have reviewed, understand and accept the duties of this position as presented. I commit to fulfilling all of the assigned responsibilities with diligence and Christian professionalism. I also understand that failure to adequately perform these duties and responsibilities may result in my being removed from the position.

Signed this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_.

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(Signature of Staff Member)

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(Signature of LeTCC Director)