SROM FULL TIME STAFF JOB DESCRIPTION

Public Relations Coordinator

Title
Public Relations Coordinator

Status
Full Time Position

Pay
All full time staff fundraise for their salary, similar to many campus ministries or mission organizations. SROM provides tools to help with this process, and requires minimum benchmarks for its full time employees.

Goal
The Public Relations Coordinator will work with the Development Manager to execute various marketing strategies and campaigns .

Summary
The Public Relations Coordinator will leverage media tools (Google Ad Words, Facebook, etc.) to get the SROM story out to targeted audiences. Public relations audiences will include students, instructors, full time staff, and/or donors.

SROM Values
The applicant must believe in the centrality, supremacy, and lordship of Jesus Christ, and must desire to live as a disciple of Jesus Christ. He or she is expected to strive to grow in intimacy with Jesus, keeping Christ as the center and circumference of their life. He or she is expected to live in the light with Christian believers in the context of community, and strive to demonstrate the character of Jesus and the fruit of the spirit in daily Christian living. He or she must competently integrate faith and prayer into their job description and be committed to living for the glory of God as a lifestyle. The applicant must read and agree to SROM's mission statement and articles of faith which can be found on the web site.

Qualifications
- Committed to SROM's values and the development of SROM as a premiere wilderness ministry
- Experience leveraging social media tools
- Excellent writing skills
- Creativity
- Excellent organization
- Works well independently; Self-motivated

Preferred Qualifications
- Degree in marketing or equivalent professional experience
- Experience using Google Ad Words
- Experience with creating and utilizing email campaigns

Responsibilities
Reports to: Development Manager/Executive Director

- Developing creative ideas to promote SROM through visual media
- Creating and sending regular newsletters
- Managing our social media platforms
- Connecting with and attending events to raise awareness of SROM's vision and mission
- All SROM staff will, at times, be required to perform duties outside their area of expertise. It is likely your primary responsibilities will not occupy all of your time at work.