Marketing Coordinator – Children's Ministries

Team(s): Marketing and Communications
Reports to: Assistant Manager - Marketing
Direct Reports: N/A
Status: Full-time (40 hours per week); Non-Exempt; Weekend and evening hours may be required.

Position Summary:
Connecting the world with God and one another by partnering with the Marketing & Communications Team and the Children's Ministry Team to build, implement, optimize, and adjust marketing that reaches more families.

Position Responsibilities:

- Assist with the promotion of Children's Ministry events and initiatives to the broader church community through digital and print marketing materials.
- Create, manage, and distribute a consistent Children's Ministry newsletter to keep families informed and engaged.
- Maintain consistency with the church's branding guidelines across all communications and marketing materials.
- Serve as a liaison between the Children's Ministry and the central marketing team to ensure messaging aligns with the church's overall vision and communication strategy.
- Manage assigned departmental social media accounts, including content planning, scheduling, posting, and community engagement.
- Regularly capture photos and videos during weekly ministry events, including Sunday and Tuesday gatherings, to create engaging content and Reels.
- Develop and share content that highlights ministry activities, encourages family engagement, and communicates the mission and vision of the Children's Ministry.
- Track and report on social media performance analytics to evaluate engagement and inform future content strategies.
- Attend regular team meetings to share marketing updates, gather information about upcoming ministry initiatives, and provide insights on departmental needs and strategies

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 Children's Ministry programming is required.
- Some weekend hours are required based on the calendar of Children's Ministry special events.
- Experience working on a creative team is a plus.
- 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.
- Active participation in church life is a plus.

ORGANIZATION OVERVIEW

Founded in 1932, Alliance Church is a Fox Cities-based church and member of the Christian and Missionary Alliance denomination. They have physical locations in Appleton, Hortonville, and Neenah as well an online streaming experience for Appleton's Sunday services. Alliance Church exists to connect the world with God and one another. Committed to loving the local community, Alliance Church started a free-and-charitable health clinic and is grateful to partner with the many effective non-profits and churches that serve the Fox Cities. The church is made up of many different people from all generations and backgrounds, but united around God's love for the entire world. For more information, visit alliancechurch.org.

ALLIANCE CHURCH