



PORTAGE LAKE BIBLE CAMP

4158 CAMP DELIGHT ROAD
ONEKAMA, MI 49675
(231) 889.5911
PORTAGELAKE.ORG

MARKETING DIRECTOR JOB DESCRIPTION

Job Overview: The Marketing Director is responsible for promoting all camp activities and projects to grow camp attendance, extend ministry efforts, and communicate with constituents. Consistent communication with staff, churches, and campers will be essential for effective marketing.

Essential Job Functions:

- Promote all camp activities including digital design, online marketing, and print material
- Oversee and send paper mailings for various campaigns
- Manage camp's online presence including social media updates, direct messaging,
- Take photos and edit for promotional use
- Design (with outsourced designers) all summer deliverables including summer logo, posters, postcards, brochures, name tags, etc.
- Manage the PLCBC web site
- Design, order, and stock the merchandise in the camp store and camper t-shirt
- Manage the PLCBC online store
- Compile and send monthly online and quarterly print Portager newsletter
- Assist with event planning including Gala, Anniversaries, Fundraisers
- Mentoring of summer staff: Canteen / Cool Beans Director and Media Director
- Communicate with constituent church contacts to promote events and meet needs
- Participate in general maintenance, cleaning, programming, and promotions as needed

Qualifications:

- Vibrant faith in Jesus and passion to promote that faith in others
- Experience and degree in marketing is preferred
- Skill in digital marketing design and social media presence
- Desire to work as part of a team to promote and grow the mission of PLCBC

Applicants should submit a resume and cover letter via mail ("Attention: Marc") or email to: marc@portagelake.org