

Media Coordinator: Graphic Designer & Web Developer

Responsible to: Marketing Director

Job Summary: The Media Coordinator is responsible to maintain the overall look and feel of all LeaderTreks materials and web presence. Design activities will include layout and design of new curriculum products and marketing projects (both print and web). Web activities include changing content and imagery/look and feel across LeaderTreks' online presence as well as the creation and deployment of ongoing email marketing efforts (utilizing MailChimp). This person must be detail oriented, excellent at graphic design, must have a solid understanding of basic HTML/CSS and must be a strong self-starter/self-manager.

- In agreement with and committed to the LeaderTreks shared values:
 - Purpose
 - Innovation/Creativity
 - Excellence
 - Adventure
 - People
- Fulfill all requirements of LeaderTreks Staff which are outlined in the LeaderTreks staff handbook including but not limited to:
 - LeaderTreks policy and procedures
 - LeaderTreks Staff Values
 - LeaderTreks Trip Policy
 - Standard of Conduct
 - And all other policies outlined in the staff handbook and staff/team manual
- Graphic Design
 - Must be highly proficient in Adobe Photoshop, Illustrator, and InDesign
 - Designing for print, including catalogs, postcards, try-folds. Must understand formatting for print (bleeds, color-models), and must be able to deliver a final print ready PDF file.
 - Designing web graphics for email marketing and websites.
 - Maintain digital library of resources
- Website Maintenance
 - Understanding of HTML/CSS - must be able to edit content, embed youtube videos/images, basic text formatting (table-less styling of paragraphs and alignment)
 - Email marketing - understanding html/css standards across email clients, familiarity with MailChimp is a plus.
 - Familiarity with the Wordpress platform.
 - Understanding of basic web e-commerce (adding products, understanding the checkout process)
 - Experience with Salesforce and Web-To-Lead forms is a huge plus
- Administrative
 - Maintain digital library of resources
 - Maintain proper backups of files
 - Be well organized
- Video Productions (this is a plus, but not a must for this position)
 - Oversee production of training videos including equipment and editing
 - Development of promotional video material for website
 - Familiarity with YouTube
- Within job responsibilities assures efficient function of the LeaderTreks office, including but not limited to:
 - Following LeaderTreks documentation
 - Daily office communication including phone messages, emails, and inter-office memos.
 - Assisting with accounting procedures
 - Any other activities as assigned

Founded in 1994 and located 25 miles west of Chicago, IL, LeaderTreks is a Christian non-profit organization that exists to "Develop leaders to fulfill the Great Commission." LeaderTreks seeks to employ individuals who are committed to our mission and share our core values.

To apply send your resume to john@leadertreks.com. If you have questions call 1-877-502-0699.

www.leadertreks.com