

## **LeaderTreks Youth Ministry**

### **Graphic Designer/Marketing Specialist**

Responsible to: President

First and foremost, we love Jesus and his church. Our mission at LeaderTreks Youth Ministry is to develop leaders to fulfill the Great Commission. We do this by supporting church youth workers and providing intentional curriculum and experiences that grow students as disciples and develop them as leaders.

LeaderTreks is seeking a Graphic Designer/Marketing Specialist who would be responsible to maintain the overall look and feel of all LeaderTreks materials. Activities will include layout and design of new curriculum products, development of supporting videos, web video management, email marketing and podcast development. This person must be detail oriented, excellent at graphic design and video production, good with Google Ad Words, great with a Mac and a strong self-manager.

This is an entry level, full-time position for work in the LeaderTreks office.

#### **Required skills**

Bachelor's Degree in Marketing, Digital Art, Graphic Design or related field  
Excellent grasp of social media and website metrics and best practices  
Demonstrable experience with email marketing, lead generation and SEO  
Youth Ministry experience

#### **Things that would impress us**

Familiar with Active Campaign  
Currently involved in your church's youth ministry  
A Google AdWords certification  
Strong written and verbal communication skills  
Some experience in coding  
Personally, active in social media

**Job Summary:** Graphic Designer/Marketing Specialist is responsible for presenting the LeaderTreks brand to the marketplace through the following:

Website traffic  
SEO rankings  
Email marketing  
Inbound marketing  
Blog  
Social media  
Direct mail  
Google ads  
Facebook ads  
Preparing weekly/monthly reports and making recommendations for optimization

This role requires a high level of creativity, attention to detail, and project management skills.

### **About Us**

LeaderTreks Youth Ministry uses trips, innovative training, and curriculum to create laboratories where students can learn, face challenges, and be transformed. Laboratories allow students to experience truth as well as hear truth, so they can grow into their potential. This is why our curriculum provides experiential learning activities. This is also why we use challenge on all our trips to help students catch a glimpse of their personal potential and start down the road of using that potential. Our goal is not to just make students happy—we want to see them grow as followers of Christ.

Our organizations culture is based on our shared values, which include purpose, innovation through creativity, excellence and adventure. We're not just talking good office coffee, adventure days and free company lunches. Our unique culture is developed through character, attitudes and behaviors all to create the kind of place everyone wants to work in. We are not a family; we are a team that shares a mission.

We are a collaborative work environment where good ideas come from everyone. We want to grow and have fun doing it. We promote work/life balance and encourage constant learning by offering training, optional mentorship, and a trajectory for career advancement.

We also believe in sharing rewards and have a company wide profit sharing plan that everyone can take part in.

We were founded in 1994 as a 501(c)(3) non-profit.

To apply for this position, please email your resume to Doug Franklin at [doug@leadertreks.com](mailto:doug@leadertreks.com).