



## Marketing Coordinator

**Arrive Ministries:** Is a faith-based organization seeking life transformation for refugees, immigrants, and the Church. We live out God's command to welcome refugees and immigrants by providing direct program services, mobilizing the church, and calling our communities to respond Biblically.

**Position Summary:** The Marketing Coordinator supports the organization's marketing and communications efforts by executing daily tasks across social media, website management, email communications, content creation, and events. This role requires a highly organized, creative, and detail-oriented individual who can manage multiple projects while maintaining consistent brand standards.

**Please note: This position could be either Full-time or Part-time. Benefits differ based on Full-time and Part-time status:**

**Hours:** Full-time, 32-40 hours per week

**Pay Range:** \$23.50 - \$25.00 per hour, depending on qualifications

**Benefits:** Medical, Dental, HSA, Life Insurance, Long-Term Disability, Accident Insurance, Retirement Account, Paid Time Off and Holiday Pay.

**Hours:** Part-time, 24-31 hours per week

**Pay Range:** \$23.50 - \$25.00 per hour, depending on qualifications

**Benefits:** Retirement Account, Voluntary Life Insurance, Accident Insurance, Paid Time Off and Holiday Pay.

### Responsibilities

#### Content Creation (Photo/Video/Graphics) (25%)

- Capture and produce photos and videos for marketing and storytelling purposes
- Design graphics and materials for digital and print distribution
- Edit multimedia content for use across digital platforms
- Collaborate on creative concepts that align with brand voice and strategy

#### Social Media Management (25%)

- Assist in planning, creating, scheduling, and publishing content across social media platforms
- Monitor engagement, respond to comments/messages, and track performance metrics
- Support development of social media campaigns aligned with organizational goals

### **Website Management (15%)**

- Maintain and update website content, including text, images, events, and forms
- Ensure content is accurate, current, and aligned with brand guidelines
- Assist with basic SEO updates and website performance tracking

### **Events & Special Projects (15%)**

- Provide support in planning and executing events, campaigns, and special initiatives
- Assist with event promotion, registration, logistics, and on-site support
- Contribute to cross-functional projects and organizational priorities as needed

### **Email Marketing & Communications (10%)**

- Format, segment, and distribute mass email communications (newsletters, announcements, campaigns)
- Maintain and update email distribution lists
- Track engagement metrics such as open rates and click-through rates

### **Data Entry & Reporting (10%)**

- Input and maintain marketing data, contact records, and campaign information
- Assist with reporting and analytics tracking across platforms
- Ensure accuracy and organization of marketing databases

### **Qualifications**

- Bachelor's degree in Marketing, Communications, or related field (or equivalent experience)
- 1–3 years of relevant experience or internship experience preferred
- Strong written and verbal communication skills
- Experience with social media platforms (Facebook, Instagram, LinkedIn, etc.)
- Familiarity with email marketing tools (e.g., Constant Contact, Mailchimp)
- Basic knowledge of website content management systems (e.g., WordPress)
- Experience with design/photo/video editing tools (e.g., Canva, Adobe Creative Suite)
- Strong attention to detail and organizational skills
- Ability to manage multiple projects and meet deadlines
- Valid MN driver's license
- Demonstrated personal relationship with Jesus Christ
- Agree with and adhere to the statement of faith, core values and conduct of Arrive Ministries.
- Agree with and adhere to Transform Minnesota's Statement of Faith, Core Values and Code of Conduct.

### **Key Competencies**

- Creativity and visual storytelling
- Time management and prioritization

- Collaboration and teamwork
- Flexibility and adaptability
- Problem-solving and initiative

**Additional Information:**

- Reports to: Communications Director
- Regular office hours 8:30am-5pm, with occasional evening work as assigned
- This position offices out of our Richfield headquarters with the possibility of hybrid work options, depending on the candidate