



**Reformed Youth Ministries
Communications and Marketing Coordinator
Job Description**

Location:	Remote
Travel:	Periodic (Staff Retreats; Training and Summer Conferences - to be decided later)
Employee Class:	Full-time, Coordinator Level
About RYM:	RYM's mission is to serve Churches in their efforts to Reach and Equip Youth for Christ. We execute this mission through offering summer youth conferences across the country, focused training for youth leaders, volunteers, pastors and parents, and resources tailored to serving the needs of those raising and ministering to youth.
Role Overview:	We are seeking a creative, mission-driven, and detailed-oriented Marketing & Communications Coordinator to join our team. In this role, you will help communicate our mission/vision, tell stories of RYM's impact, and engage our audiences across digital, print, and media platforms. The ideal candidate is a skilled storyteller who combines a heart for ministry with strong marketing expertise, exceptional writing skills, and a commitment to advancing our mission with excellence and integrity.
Supervisor(s):	Brent Corbin
Reports:	None

Responsibilities

DIGITAL MARKETING AND OUTREACH CAMPAIGNS

- Design, schedule, and send targeted email campaigns (e.g., registration announcements, ministry newsletters, and donor updates).
- Manage our social media presence (e.g., Instagram, Facebook, YouTube), developing weekly content calendars and actively managing and engaging with our online community.
- Maintain and update the ministry website via Subsplash, ensuring event details, times, and resources are current.
- Coordinate timelines and content with development staff for fundraising campaigns, donor updates, and special announcements.
- Support other communication tasks as needed.

CONTENT CREATION AND MINISTRY STORYTELLING

- Draft, edit, and publish high-quality content across all ministry channels, including conference audio/video, ministry newsletters, website copy, video scripts, and testimonies.
- Capture and communicate stories of impact to inspire engagement, volunteering, and giving.
- Maintain a clear, warm, and consistent tone of voice across all communications that aligns with RYM's core values and beliefs.
- Maintain organized digital assets, brand guidelines, and content calendars.



DESIGN AND MEDIA

- Create graphics, flyers, event materials, and promotional assets using Adobe or similar tools.
- Direct photo/video collection and light editing for conferences, campaigns or events.

EVENT PROMOTION

- Develop a marketing strategy to find new audiences and better engage with existing audiences for all of RYM's avenues of ministry (Summer Conferences, Training, Resources).
- Support marketing needs for conferences/events.
- Assist in creating event signage, digital ads, invitations, and follow-up materials.

FUNDRAISING

- As a not-for-profit ministry, RYM Staff are all responsible for contributing to RYM's overall fundraising efforts. Before applying, you should be comfortable with the idea of ministry fundraising and come ready to discuss, should you be granted an interview.

Ministry and Culture Fit

- Active personal faith and alignment with RYM's statement of faith, mission, and core values:
 - Relationships
 - Youth Ministry's Strategic Importance
 - Biblical Truth
 - Hospitality
 - Fun
- A servant's heart with a passion for the church, community engagement, and kingdom work.
- Adaptability and willingness to meet needs as part of a small, dynamic team.

Required Professional Skills

- Education: Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or equivalent practical ministry experience.
- Experience: 2–4 years of experience in communications, marketing, or digital strategy (church/non-profit experience is a major plus).
- Writing & Communication: Excellent writing, editing, and storytelling skills tailored for diverse audiences (congregation, donors, seekers, volunteers).
- Digital Tools: Proficiency with email platforms (Constant Contact), social media management, and Subsplash.
- Graphic Design: Working knowledge of design tools like Canva or Adobe Suite to create clean, visually appealing graphics.

Bonus Skills

- Basic/advanced photo or video editing skills (for development and conferences pieces, social media reels/stories, annual report, etc.).
- Familiarity with website management and basic SEO practices.
- Experience running targeted marketing campaigns for events or outreach and audience growth



Compensation and Benefits

Compensation

- \$45,000-\$55,000/yr determined by qualifications and experience, paid twice monthly

Benefits

- Medical/Dental/Vision Insurance
- Paid Vacation
- 403b Retirement Contribution
- Counseling Benefit
- Performance-related bonus eligibility beginning with 2nd year of employment (2027)