



# Young Adults Resources Coordinator Job Overview

Qualifications for employment at Watermark include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark, and having a work history and a lifestyle that are consistent with biblical principles. Must be an existing Member of Watermark or willing to become one.

**JOB TITLE:** Young Adults Resources Coordinator

**FLSA STATUS:** Full-Time

**DEPARTMENT:** Young Adults

**REPORTS TO:** Young Adult Operations Director

**POSITION SUMMARY:** Lead with significant responsibilities of three national Young Adult brands – The Porch Live, The Institute and Awaken (the latter two in the context of communications and marketing). Develop content for The Porch, including the Blog, copywriting media, at The Porch's books.

## GIFTS:

- Strategic thinking, creative vision, marketing minded, writer, and an ownership mentality.
- Excited what God is doing in the lives of Young Adults, The Porch, and The Church

## POSITION RESPONSIBILITIES:

- 1) Awaken marketing and communications
  - Create overall marketing strategy and execute across all platforms. Project manage and speak creatively into the following platforms: awaken.live website, Awaken tab in The Porch app, Instagram, Facebook, Twitter and Awaken emailer.
  - Develop vision, strategy, and execution of Awaken Conference on-site creative and social media team, managing all content creation for live posting, and memorializing the weekend through photography, video, and graphics assets.
  - Design and create merchandise for The Porch and Awaken to be sold at Awaken Conference.
- 2) The Porch Live
  - Recruit Porch Live locations through cold calls, warm leads, etc. Manage onboarding process for new locations.
  - Integrate Porch Live messaging into Porch communications and continuing to build The Porch Live brand.
  - Draft and send monthly Porch Live emailer.
  - Oversee and provide quality control for Porch Live social and branding.
  - Assist with The Porch Live events and retreats.
- 3) Copywriting for The Porch communications.
  - Project manage and write for The Porch's blog.
  - Oversee content in The Porch brand voice across all platforms – website, podcast descriptions, app, social media, emailer, etc.
- 4) Resources for Young Adults
  - Develop resources/studies for each of the Porch sermon series.
  - Write & format content for CLC, Awaken & the Young Adult Training Conference.
  - Project manage books written by The Porch.
- 5) The Institute Marketing and communications
  - Responsible for marketing the Watermark Institute to prospective Resident/Fellows – in collaboration with Watermark Resources team

## TEAM MEETINGS

- 30 minutes weekly with Young Adults Director of Operations
- 60 minutes Creative Meeting weekly with Young Adults Creative team
- Monthly Creative Meeting with Communications and Creative team
- Other ministry and church meetings including Young Adult Team meetings on (relational and business), sermon prep, sermon run-through and staff prayer