

**Title**

Marketing Consultant

**Status**

Remote Part Time Position

**Pay**

This is a volunteer position.

**Goal**

Leverage media tools to market SROM.

**Summary**

The Marketing Consultant will leverage media tools (Google Ad Words, Facebook, etc.) to get the SROM story out to targeted audiences. Marketing audiences will include students, instructors, full time staff and/or donors.

**SROM Values**

The applicant must believe in the centrality, supremacy, and lordship of Jesus Christ, and must desire to live as a disciple of Jesus Christ. He or she is expected to strive to grow in intimacy with Jesus, keeping Christ as the center and circumference of their life. He or she is expected to live in the light with Christian believers in the context of community, and strive to demonstrate the character of Jesus and the fruit of the spirit in daily Christian living. He or she must competently integrate faith and prayer into their job description and be committed to living for the glory of God as a lifestyle. The applicant must read and agree to SROM's mission statement and articles of faith which can be found on the web site.

**Qualifications**

- Committed to SROM's values and the development of SROM as a premiere wilderness ministry
- Experience using Google Ad Words
- Experience leveraging social media tools
- Excellent writing skills
- Creativity
- Excellent organization
- Works well independently; Self-motivated

**Preferred Qualifications**

- Degree in marketing or equivalent professional experience

**Responsibilities**

*Reports to: Business Operations Manager*

- Understand Google Analytics and Google strategy to get SROM's name in the top of key searches.
- Work with Director of Business Operations to develop a Google Ad Words campaign with Google Ad Word grant (\$10,000 granted at max of \$2 words).
- Strategically post on SROM's blog at regular intervals using key words.