



MARKETING & SALES COORDINATOR

ABOUT US

KiDs Beach Club® (KBC) is an innovative, global non-profit ministry with a vision to give every preteen boy and girl a Jesus experience. We are accomplishing this locally through after school Bible clubs in public elementary schools and globally through our multi-award-winning children's television show.

We are committed to building a world-class organization, and that starts with having world-class people on our team. If you are someone who strives for excellence, is continuously improving yourself, and proactively seeks to make a difference where you work, then please continue reading.

*Please note KBC currently has two positions available: a Communications & Media Coordinator as well as a Marketing & Sales Coordinator. There is some overlap between these positions, and the final two candidates will possess all needed qualities. We encourage you to apply, even if you do not possess the full competencies outlined in this job description.

SUMMARY

The Marketing & Sales Coordinator completes tasks that support KBC's overall marketing initiatives. This position plays an integral role in promoting the mission, vision, brand, products, and events of KiDs Beach Club to current and prospective clients, donors, churches, parents, and volunteers. The Coordinator is innovative in marketing KiDs Beach Club and its entities (KBC-TV, CharacterLeads, etc.) to new target areas including but not limited to television stations, radio stations, schools, churches, volunteers, etc. Depending on skills, the Coordinator will produce and edit videos.

This is predominately a work-from-home (WFH) position but requires working from the KBC office 2-5 days per month plus additional days as needed. The Coordinator must meet the KBC WFH technical requirements. **The Coordinator must be located within a reasonable drive of Bedford, TX.** Occasional overnight travel is required.

REPORTS TO: People Engagement Director

JOB OVERVIEW

- Bring new products and services to market while finding new distribution channels for existing products and services
- Develop, manage, and execute a social media plan*
- Develop, manage, and execute a marketing plan
- Develop, manage, and execute a sales plan
- Analyze markets, sales trends, and marketing campaigns; track and report on key performance indicators
- Shoot and edit various video projects*

RESPONSIBILITIES

LEADERSHIP

- Propose innovative new ways to reach KBC customers using emerging technologies
- Work closely with all KBC personnel to make sure KBC events are properly marketed
- Coordinate the creation of support materials
- Coordinate the development of new products and services from KBC's existing resources





- Continually seek and research new sources of prospective customers and provide recommendations to KBC Leadership
- Conducts research to analyze competitive landscape, market trends, and customer behavior
- Track and report on key performance indicators in marketing and sales

MARKETING

- Maintain inventory of marketing and sales support materials, making sure all resources are accurate, current, and consistent with brand guidelines
- Plan and manage trade shows, conferences, events, and meetings by identifying, coordinating and assembling required materials/supplies, developing assignments and schedules, and coordinating strategic contacts
- In cooperation with KBC's Publicists, coordinate KBC personnel's participation in interviews and appearances; liaison with publicists and media outlets on behalf of KBC to secure publicity opportunities
- Support the People Engagement Director in establishing and evaluating a marketing strategy by analyzing and assembling sales forecasts, updating calendars and organizing and planning promotional presentations
- Manage and lead SEO, social media, email, direct mail, and related marketing campaigns
- Manage advertising campaigns, including digital and print
- Develop with the People Engagement Director local market strategies to engage TV stations, radio stations, churches, schools, and other entities in the expansion of KBC in the respective markets
- Support donor development events and activities by providing marketing support activities and sales resources, including managing electronic giving forms, text to give technologies, and so forth

SALES

- In cooperation with the People Engagement Director, develop and execute a comprehensive product sales strategy
- Ensure leads from the website, trade shows, events, etc. are assigned for follow-up; monitor follow-up activities
- Coordinate the closing of sales in new markets by ensuring all leads are properly managed
- Communicate marketing campaign deliverables, objectives and timelines to the KBC team while providing instructions for promotion or use
- Manage the sales pipeline ensuring data is complete, sales activities are completed, and outcomes are updated
- Maintain and inventory of sales support materials making sure all resources are accurate and current
- Continually seek and research new sources of prospective customers and providing recommendations for marketing and sales activities
- Discover and launch into new distribution channels for KBC products and service

ADDITIONAL RESPONSIBILITIES

Video/Audio Production*

- Shoot and edit video projects for various fundraising, communications, marketing, and other campaigns
- Organize and maintain KBC's video/audio assets library
- Edit TV episodes to meet the technical specifications needed for distribution across platforms/outlets; ensure platforms/outlets receive needed assets
- Produce and edit commercials, reels, trailers, and so forth





Social & General Media Management*

- Develop and execute a social media strategy plan
- Manage postings, engagements, interactions, etc.
- Increase social media following, engagement, and presence to meet organizational objectives
- Manage the KBC website

General

- Actively participate in regularly scheduled team meetings, including the annual Advance (Corporate retreat)
- Contribute to the recommendation, implementation, and improvement of KBC operations and policies
- Perform other duties or functions assigned by the People Engagement Director or KBC Senior Leadership

PERSONAL EXPECTATIONS

- Adhere to the KBC Statement of Faith and Child Protection Policy
- Represent Christ and KBC as an active member of a local church
- Support the mission and vision of KBC
- Demonstrate behavior that is professional, ethical, and responsible

GENERAL REQUIREMENTS

- Personal and growing relationship with Jesus Christ
- Excellent interpersonal and group presentation skills
- Excellent verbal and written communication skills
- Excellent time-management skills for juggling numerous time-sensitive projects simultaneously
- Strong analytical skills for generating reports, viewing marketing metrics, extracting data, and sharing information
- Proficient in Apple Mac IOS
- Proficient in Microsoft Office Applications (Word, Excel, PowerPoint, Outlook)
- Strong video editing skills demonstrated through a reel or portfolio of past work*
- Technology savvy and able to adjust to new and changing technologies
- Proficient in still and video photography*
- Proficient in Final Cut Pro X or Adobe Premiere Pro video editing software*
- Proficient in Adobe Suite Applications (Acrobat, Illustrator, InDesign, Photoshop, Premiere)*
- Proficient in social media management and marketing
- Proficient in Constant Contact or similar email marketing services
- Experienced with project management software (preferred; Monday.com highly preferred)
- Ideal candidate will be detail-oriented and organized with the ability to handle multiple assignments simultaneously while still meeting deadlines
- Bachelor's degree in a related field or significant experience in lieu of degree
- Minimum three years' relevant experience





PHYSICAL REQUIREMENTS

- Prolonged periods of sitting at a desk working on a computer
- Prolong periods of standing for conferences/conventions
- Ability to lift up to 30 pounds
- Ability to manage stairs, navigate airport travel, and assemble conference displays

BENEFITS

- Paid employee healthcare, long-term disability insurance, and life insurance
- Paid time off for vacation, illness, and professional development
- Half-day Fridays, subject to business needs
- Salary \$46,000 - \$50,000

TO APPLY: VISIT <http://kidsbeachclub.org/jobs> to complete the application and upload your resume.

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