

Promotions Coordinator

Trinity Lutheran Church and School | Waconia, MN

Position Overview The Promotions Coordinator serves as a storyteller, encourager, and champion of the mission and ministry of Trinity. This onsite position will promote and communicate the ongoing work of God in and through Trinity's school, church, and community by creating compelling content that inspires action. By highlighting the unique value of the Trinity experience, the Promotions Coordinator makes visible what God is doing here—strengthening the pride of our current families and inviting the broader community to discover a place where they belong.

Key Responsibilities

- **Tell the Story:** Capture the ongoing work of God at Trinity through written, visual, and digital storytelling across all platforms (email, social media, website, print). Create "shareable" content that resonates with current families and invites others to learn more.
- **Inspire Engagement:** Use uplifting content to encourage participation in ministries and events, empowering our community members to become ambassadors for Trinity's mission.
- **Celebrate Impact:** Regularly highlight stories of lives being changed and faith growing, ensuring our families and neighbors see the tangible impact of our school and church.
- **Support Events & Growth:** Partner with staff to promote church and school events using creative strategies that increase visibility and draw new families into our community.
- **Ensure Consistency:** Maintain a clear, inviting, and consistent "voice" that reflects Trinity's values and mission in all communications.
- **Collaborate Widely:** Work closely with church and school staff to stay connected to what's happening, identifying opportunities to build "word-of-mouth" excitement through high-quality content.

The Ideal Candidate Will Have

- A passion for sharing God's work to inspire and engage others—both those already in our classrooms and pews, and those looking for a spiritual or educational home.
- A strong personal faith and a heart for encouragement.
- Exceptional communication and writing skills with an eye for detail.
- Creativity and an intuitive understanding of how to build community pride and "buzz."
- Familiarity with digital tools and platforms (Email marketing, Canva, Social Media management, etc.).
- The ability to collaborate across teams, manage multiple projects, and engage comfortably with various personalities.

Position Details

- **Location:** Onsite (Trinity Lutheran Church & School, Waconia, MN).
- **Hours:** Part-time, averaging 16 hours per week (schedule is lighter during the summer months).
- **Salary:** \$14,500-\$22,000