

# **Team Leader**

## **Marketing & Promotions Team**

### **Position Description:**

Oversee the Marketing & Promotions Team to promote church events and ministries. Keep the church attendees and community well informed about positive aspects of the church and its ministries. Responsible for executing all marketing communications for the Church all planned events. Develops and implements marketing and advertising campaigns. Maintains promotional materials inventory.

### **Position Details:**

- Position Type: Volunteer
- May Be Filled By: Church Member
- Minimum Maturity Level: Stable, Maturing Christian
- Spiritual Gifts: Administration – Helps/Service
- Best Personality Traits: Organized – Creative – Dependable
- Length of Service Commitment – 1 Year Minimum
- Anticipated Time Commitments: 1-3 Hours per Week

### **Essential Duties & Responsibilities:**

- Create, deliver, edit and optimize marketing materials.
- Deliver content via Twitter, Facebook, email or Church website.
- Develop fresh ideas.
- Implements marketing and advertising campaigns by preparing marketing and advertising strategies, plans, and objectives; and planning and organizing promotional presentations.
- Maintain Marketing & Promotions budget and expenditures.
- Recruit volunteers for and coordinate volunteer schedules for the Marketing & Promotions Team.
- Maintain a list of team members' names & contact information.
- Provide training to those who become involved in the Team.
- Stay current with the church's calendar in order to be prepared for upcoming events.
- Keep the Team advised of upcoming events and work closely with other ministry leaders to provide marketing and promotional support.
- Obtain current photographs in order to promote special events.

- Stay current with upcoming series, special events and/or holidays that need to be promoted or recognized.
- Use your skills to effectively communicate upcoming events, special services, promote a positive image of the church to the community and keep church members and the community well-informed.
- Prepare promotional material for distribution or display.
- Participate in brainstorming sessions to discover new ways to bring people into the church.
- Keep all confidentiality.
- Listen for complaints from within the team. Make every effort to maintain unity within the team.
- Be a leader with whom the group is comfortable and trusts. Be a leader that leads with love and care rather than being a drill sergeant.

**Skill and Experience:**

- Ability to plan, develop and coordinate multiple projects.
- Strong organizational skills and detail oriented.
- Excellent written and verbal communication skills.
- Creative and innovative.
- Ability to conduct research on the internet.
- Knowledge of graphic design.
- Strong customer service skills.