

CONGREGATIONAL MINISTRY DESCRIPTION
Trinity Lutheran Church, Savannah, Georgia

MINISTRY NAME

MARKETING DIRECTOR

PURPOSE

- To oversee and give direction to the congregation's outreach activities to the community.

COMPOSITION & ORGANIZATION

- The Marketing Director is an appointed position by Church Council.

ACCOUNTABILITY

- The Marketing Director is accountable to the Vice President of Church Council.

QUALIFICATIONS

- The Marketing Director shall have the talents, necessary aptitude, and commitment to function to market the ministries of Trinity Lutheran Church to the community.
- A background check is required.

RESPONSIBILITIES

- Timely reports to Church Council of activities taken to market Trinity to the community.
- Co-ordinate with the Web Master, timely updates of the Trinity web page.
- Develop and implement yearly marketing plan and projects for new and existing programs.
- Align marketing plan to meet the goals established by the Director of each Board.
- Establish and coordinate events under a Master Calendar to effectively utilize each ministry.
- Create advertising media for upcoming events and programs through coordination with each Board Director. This can include flyers, brochures, banners, business cards, posters, bookmarks, magnets, etc.
- Submit current program and event information to outside advertising sources such as the local community bulletin boards, newspapers and tv (free).
- Compile statistical data on church membership, Sunday School attendance, and event participation.
- Conduct market research and analyze market trends. In order to best utilize outside advertising venues, marketing must be planned in advance to allow market implementation.