

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 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.

RESPONSIBILITIES

1. Timely reports to church council of activities taken to market Trinity to the community.
2. Co-ordinate with the Web Master, timely updates of the Trinity web page.
3. Develop and implement yearly marketing plan and projects for new and existing programs.
4. Align marketing plan to meet the goals established by the Director of each Board.
5. Establish and coordinate events under a Master Calendar to effectively utilize each ministry.
6. 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.
7. Submit current program and event information to outside advertising sources such as the local community bulletin boards, newspapers and tv (free).
8. Compile statistical data on church membership, Sunday School attendance, and event participation.
9. 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.