

Sunday School Marketing Director Ministry Description

Serve as marketing leader for overall Sunday School Program

Read Sunday That Really Works by Steve R. Parr.

Read the SS Strategic Plan.

Serve as a member of the Sunday School Growth Committee.

Develop and implement yearly marketing plan and projects for new and existing program:

Align marketing plan to meet the goals established by the Sunday School Growth Committee.

Compile statistical data on church membership, Sunday School attendance and event participation.

Conduct market research and analyze market trends.

Effectively manage the marketing/advertising activities of Sunday School:

Create advertising media for Sunday School program and events through coordination with the Sunday School Event Coordinator.

Establish and maintain annual Master Calendar of Events.

Submit current program and event information to outside advertising sources such as the TLC FB page, TLC webpage, Church bulletin, community bulletin boards, newspapers, radio and TV (free).

Develop and maintain the Sunday School Newsletter on a monthly basis with information provided by Pastor, Director of Christian Education and other resources.

Update the TLC PowerPoint with current program and event details on a weekly basis.

Coordinate upkeep of bulletin boards in Education Building and Social Hall.