**Marketing & Communications Director**

**Reports to: President**

**Job Summary:**

The Marketing & Communications Director is responsible for creating and implementing a strategic, multi-faceted marketing and communications strategy designed to build, strengthen and market the ministry of Ground Zero (GZ) and its events. The position will create and implement a strategy of messaging through written stories of life change, print copy and online content to inspire teens, parents and partners of Ground Zero. This position influences the reputation of GZ through oversight of processes and quality of written and visual communication and supports the Advancement Team by recruiting sponsors.

**Essential Functions of Job**

* Collaborate with GZ staff to create, plan and implement inspiring and life changing ministry to teenagers.
* Embrace Ground Zero's mission, core values, and strategy
* Honor ministry policies outlined in Ground Zero Handbook
* Raise and maintain personal ministry partnership support
* Perform other duties as requested by the President of GZ.
* Cultivate awareness about Ground Zero in the community
* Understand every staff member has a role in advancement

**Communication**

* Contribute to the growth of advancement efforts by creating sponsorship packages that motivate current promoters and inspire new sponsors to join the ministry of GZ.
* Work with Advancement Director to systematically identify and introduce new business partners to the ministry of GZ.
* Ensure support for designated events and projects by creating sponsorship packages and targeting, recruiting and securing sponsors/ads.
* Responsible for securing prizes/outings for GZi’s monthly incentives.
* Create internal system to ensure GZ’s commitment to sponsors is fulfilled – in print, online, email, media, advertising and signage.
* Create process to ensure ministry sponsors are acknowledged and receive follow-up thank you packets.
* Educate local civic groups about partnership opportunities with GZ.
* Develop a strategic communications and messaging plan to support the mission, goals and objectives of GZ.
* Capture the magnitude of Ground Zero events creating event highlights and by writing stories that demonstrate life change.
* Create and execute marketing strategies that successfully promote GZ’s ministry and events.
* Create and implement social media plan to write and post ministry updates, life change stores and other mass communication content through social media sites.
* Write content and schedule text messaging communications.
* Write content, schedule and submit email communications to Creative Director.
* Develop a plan to communicate, and a calendar to schedule, consistent communications with each segment of the database.
* Create, organize and coordinate event announcements for: stage, main room screens and rotating TV slides.
* Secure photographer for events and create an organized filing system for event and life change photos.
* Maintain venue messaging by consistently updating: marquee, posters, table tents, napkin holders.
* Update and stock venue supplies of business cards, GZ brochures and information cards.
* Build and foster long-term working relationships with local media contacts for GZ events.
* Develop, grow and facilitate Prayer Team by keeping them engaged with regular ministry updates and prayer needs.
* Dragon Boat Festival
  + Secure necessary quotaof media sponsors/partners for the Dragon Boat Festival.
  + Identify and secure designated food and other vendors for Dragon Boat Festival.
  + Identify and secure necessary Festival sponsors.
  + Serve as media contact at the festival

**Stage Left Merchandise**

* Research and order merchandise for Stage Left.
* Accept merchandise delivery, organize stock and maintain inventory for Stage Left.
* Recruit volunteers, set-up, manage and tear-down GZ display at community events.

**Leadership Teams**

Responsible for the organization and oversight of leadership teams:

* Stage Left
* Prayer