

# Marketing & Communications



## Staff Team: Advancement

### Job Summary

The Marketing & Communications Director is responsible for public relations, social media, communications and marketing efforts. The Marketing & Communications Director will work closely with the Advancement Director on a variety of strategic initiatives to raise awareness and financial support for the ministry while also communicating with and nurturing our ministry partners.

### Essential Functions of Job

- Collaborate with GZ staff to create, plan and implement inspiring and life changing ministry to teens
- Embrace Ground Zero's mission, core values, and strategy
- Honor ministry policies outlined in Ground Zero Handbook
- Perform other duties as requested by the President of GZ
- Understand every staff member has a role in advancement
- Function in a non-traditional work schedule that balances ministry, family, and personal time
- Understand our commitment at Ground Zero to live the principle, "He must increase, but I must decrease." – John 3:30 - *John prepares the way for Jesus through his life and his preaching. But in the end, that mission is not to draw attention to himself but to draw attention to Jesus.*

### Advancement

#### *Advancement Support*

- Administrative duties including but not limited to phone calls, email communication, scheduling meetings with partners and community members, maintaining consistent partner communication and recognition

#### *Marketing and Communications*

- Create and implement a social media plan
- Manage the ministry's texting platform
- Create and execute marketing strategies that successfully promote GZ's ministry and events
- Coordinates and maintain updates of digital and printed communications inside and outside of the building
- Build and foster long-term working relationships with local media contacts and serve as media contact at events
- Oversee the marketing and communications efforts for the GZ Coffee Shop
- Develop, grow, and facilitate the GZ Impact Church Strategy
- Recruit, nurture and communicate with iChurch Ambassadors
- Coordinate printing and mailing of communication pieces
- Secure Dragon Boat vendors; work with Outreach Director to place vendors at the festival

#### *Merchandise*

- Research and order merchandise for Stage Left
- Accept merchandise delivery, organize stock and maintain inventory for Stage Left
- Oversee merchandise tables and volunteers for visiting artists

### Leadership Teams

Responsible for the organization and oversight of leadership teams:

- Stage Left
- iChurch Ambassadors