



Ministry Role Description

## **Connect Publicity & Promotions Team Leader**

**Overview:** This position is vital to the church and Life Groups Ministry because it helps us to creatively communicate the value of community and how to join a Life Group with our church.

**S.H.A.P.E. desired (Spiritual gifts, Heart, Abilities, Personality, Experiences):**

**S=** Creative communication, leadership, administration

**H=** Christian community, creative communications

**A=** Express ideas in a variety of ways including graphic design, web site, email, video, etc.

**P=** Expressive, imaginative, artistic, idea-oriented

**E=** Life Group membership a plus, graphic design

**The Win:** People are finding and joining Life Groups because they know the value of community in groups and find it obvious and easy to join one

### **Responsibilities:**

- Develop a team who works together to create new and more effective ways to publicize and promote Connection Events and Life Groups
- Oversee the overall look and design of the Connect Booth
- Work with NECC Marketing Director to help design anything needed to promote and publicize Connection Events and Life Groups using the side screen, the NECC web site, NECCWired, email, etc. (Work with the NECC Marketing Director to assure consistency in design.)
- Work with the Join a Life Group Director and Connect Minister to advance a Life Group (community) culture at NECC
- Work with the Join a Life Group Director and Connect Minister to establish annual goals and a budget in order to carry out promotions and publicity area of the Life Group ministry

**Support:** Join a Life Group Director