



## **Conference Communications & Marketing Lead**

### **About Position:**

This person will work closely with ministry personnel to update and maintain Conference-specific branding and marketing materials. Ideally, this person is experienced in both graphic design and marketing. The marketing and communication responsibilities of this position are:

- Maintain Conference marketing calendar
- Develop and implement a strategic plan for marketing Conference products (i.e: Follow-Up Study, devotionals, apparel, etc.)
- Create the scope of the Theme Project proposal for a graphic designer
- Responsible for updating Conference media with the new theme including...
  - New artwork, graphics, logos, visuals and verbiage
  - Marketing Materials including web banners, flyers, poster, postcards/mailer, invites, mobile app graphics, post-conf web graphics, slides
  - Update content for Host Site guide
  - Update content for Small Group playbook
  - Plan, write, and schedule promo video & opening video
  - Write all content for printable & digital programs
  - Work with designer to edit and fulfill all new publicity materials
- Attend all conference, lead team, and communications meetings
- Attend rehearsals, show planning, and runthrough meetings
- Contribute updates to Conference website
- Send regular emails regarding Conference to various audiences via Mailchimp
- Prepare Follow-Up study materials
- Update and maintain production slide deck for digital and in-person Conference
- Support production team during rehearsals, pre and post production and Conference day
- Create social media posts for all platforms pre and post Conference including cutting video clips of speakers

*Projected Contracted Hours | Partially Remote | Hours Vary by Season*

*If you're interested in applying, please submit your resume to [jobs@noregretsmen.org](mailto:jobs@noregretsmen.org)*