

UUFH
Shared Ministry Position Description

Position Title: Marketing and Publicity Chair

Cluster: Communications

Purpose of Position/Description:

To create and facilitate a welcoming public face for UUFH in the larger community and to achieve the UUFH mission: “to promote liberal religions of ethical values in the larger community.”

Responsibilities:

1. Create marketing and public relations approaches for UUFH
2. Oversee the design/planning/execution of PR events
3. Assign specific publicity tasks to the PR subcommittee (i.e. press releases, flyers, brochures, etc.) for all Fellowship events
4. Help ensure consistent branding for UUFH

When is this ministry performed/Amount of time required:

1. Meetings on an “as needed” basis
2. Consistent and frequent e-mail/phone communication
3. Approximately 2-4 hours per week, depending on situation and assistance

Qualifications:

1. Understanding of the nature and function of public relations and marketing as it applies to UUFH
2. People skills
3. Good critical/verbal/visual skills
4. Organizational ability
5. Ability to say “no”
6. General knowledge of the Fellowship

Responsible To:

Cluster Coordinator

Training Provided:

On-the-job training in consultation with the cluster coordinator, various fellowship professionals and the previous MAP chair

Support Provided:

Cluster coordinator, Fellowship budget, Fellowship Vice-President, Minister, professionals (among Fellowship general membership), Cluster Coordinating Council

Board-Appointed?

No

Length of Commitment (or Term if Board-Appointed):

One year or more

Note: In order to ensure effective succession planning, included herein is the responsibility to have a “trainee” in line for this position who is mentored in the role and to participate in recruiting successors, as necessary.

Benefits:

In addition to advance knowledge regarding what’s going on, there is satisfaction in benefiting the entire Fellowship community by being integral to the Fellowship’s overall success – increasing its visibility, enhancing its image, attracting new membership and clarifying its identity. MAP committee members interact with a diversity of Fellowship representatives. Additionally, marketing and public relations experience can be a valuable skill on a professional resume.

Prepared by:

Approved by BOT on: [date]