



**MARKETING
JOB DESCRIPTION
Full Time - 40 hours**

The purpose of the Marketer is to promote the Ministry of NYSUM through our website, missions catalog, printed promotion material, conferences, and media this primary function of this position is to book the following groups to NYSUM for Short Term Missions such as but not limited to: Church groups, (youth & adult teams), College & Bible School Students, Home Schools, Choirs both large and small.

GENERAL RESPONSIBILITIES

1. Position reports to & is accountable to the President & the Development Administrator
2. Meets weekly with the President & Development Administrator for planning meetings & marketing strategies
3. The plan will consist of but not limited to: Securing New Networks such as but not limited to: Denominations, Church Fellowships, Mission Organizations to view our website, campus tours, attend our Discover NYSUM Event to book missions trips to NYSUM
4. Provides an inventory of at least 100 Pastors' packets and promotional packets for Ministry Services and for the President
5. Develops and expand NYSUM's influence with strategic mailings, phone and Zoom appointments for strategic personal appointments with Senior, Missions, Youth & Adult Pastors
6. Collaborates with the Development Office and Ministry Services Office for a GLOBAL PLAN in securing more bookings at NYSUM using but not limited to Regional Fund Raising Events throughout the US & Canada from the NYSUM Alumni and Friends, enabling the President to share the vision of NYSUM
7. Presents ministry leaders' packets and packages to NYSUM lodgers with the purpose to convert them into becoming a future ministry team
8. This position is based on job performance and the ability to increase revenue through group bookings
9. This position and job performance will be reviewed 90 days from the hire date.
10. Serves as a host and promotions person during Special banquets, pastors' meetings, and special events when needed



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11. Serves in areas when an emergency arises
12. Makes new strategic contacts with Christian Colleges, Churches, High Schools/Home Schools, and Organizations for Missions Trips to NYSUM.
13. Once the initial contact has been made, the information will be handed over to the Director of Ministry Services. Ministry Services will seal the deal. Ministry Services Department will facilitate the booking and all the details in connection with a ministry contract.

Preferred skills and qualifications

1. Bachelor's degree (or equivalent) in years of experience in Administration
2. Strong working knowledge and experience in (ex: EXCEL, WORD, POWER POINT)
3. Mature and Stable Christian with a heart to serve others
4. Hard worker that is energetic and passionate about ministry
5. Organized and multi-task
6. Customer Service and Leadership skills
7. Comfortable driving a 15-passenger van

Benefits & Financial Package

1. Competitive Annual Salary, TBD based on skill and experience
2. 403B Retirement Plan
3. COLA
4. Sick Days & Paid Holidays