

**Position: Director of Marketing****Reports to: Board of Directors**

The primary duty of this Board of Director's role is to ensure that Project Restore Ministries marketing and promotion efforts are being addressed at the board level. And to build on our original strategic marketing and promotional plan for the ministry.

Principal Accountabilities:

Provides oversight of the ministry's marketing and promotional efforts

- Communicates with the board regularly to apprise them of Project Restore Ministries marketing as it relates to the ministry's competition, branding, name recognition, strategic partnerships, promotional, advertising, marketing trends, and future opportunities
- Presents key marketing/branding decisions for board approval
- Monitors ministry's marketing efforts according to budget and benchmarks provided in the financial reports Works with the Executive Director to monitor organization's marketing/promotional strategy
- Collaborates with the Executive Director to review Project Restore Ministries marketing and promotional activity
- Provides assistance to the Executive Director with any questions or concerns about Project Restore Ministries market position
- Ensures proper controls and policies are maintained with respect to marketing efforts Leads marketing committee as needed
- Provides leadership for the marketing committee
- Serves the board by taking the responsibility to do the completed staff work (straw man activities and strategic thinking) outside the board meeting in order to maintain the decision-making culture of board meetings.

General Board Principles:

Consistent with accepted board principles, board activities are to remain at the strategic level, and at no time should a board member take responsibility to manage staff or other operational resources of the organization. Any operational concerns should be directed to the Executive Director. It is the responsibility of the Executive Director to execute the strategy at the operational level.



Board Expectations:

- Board members serve a term of **3** years, with eligibility for renewal*
- Expected time commitment: approx. 10 hours per month (including meetings and committee work) as a working board.
- Attend and actively engage in **4** scheduled board meetings annually
- Serve on committees as needed (e.g. finance, governance, outreach)
- Prepare in advance by reviewing materials and reports
- To give a minimum of **\$80.00** a month

* Board members serve a term of three (3) years and may serve up to two (2) consecutive terms. After completing two consecutive terms, a board member must rotate off the board for a minimum of one (1) year before being eligible for reappointment.

Board Member Name

Board Member Signature

Board Member Start Date