

## Media Marketing Developer Job Description

It is necessary to have an in-depth knowledge of Lamplighter products, resources, and the ministry in order to promote and generate revenue through existing customers, increased sales, and existing products as well as to expand new markets and new customers. It is important to work with a systematic plan to promote existing and new products.

**Goal:** To expand the ministry of Lamplighter through the proactive engagement of current technology, creative initiative in expanding technology, integrating audio and video into the ministry's outreach, increasing revenue through product advertisements and sales, and making the best use of available resources to streamline the ministry's marketing endeavors.

**Description:** Administrating and maintaining organizational oversight of the Lamplighter Publishing's office IT, including network, workstations, internet and software/hardware interfaces. Overseeing and implementing changes, corrections, updates, upgrades, as well as ensuring functionality and user-friendly interaction on the Lamplighter website. Producing in-house video to market Lamplighter books, audios, Guild, The Masters Guild, and donor relations.

**Qualifications:** A Christ-centered life, willingness to learn, strong work ethic, and people skills. Skilled in leadership, administration, and computer and network troubleshooting. Competence using Wordpress and HTML, industry standard video production and editing (Premiere™, Avid™, or Final Cut™).

**Salary Range:** TBA – dependent upon experience and skill level.

### **Position Responsibilities:**

1. Office Information Technology
  - a. Maintain network and workstations
  - b. Maintain shared information protocol
  - c. Make efficiency and productivity increasing proposals
2. Media
  - a. Videographer who can video record classes and edit quickly to provide content for online students.
  - b. Marketing
    - i. Creative communication of spiritual insights on marriage, parenting, and teens sent via email that will provide a reservoir of helps for families in need.
    - ii. Social Media updates
    - iii. Work with graphics team to create strategies to inspire, instruct and motivate Christlikeness.

- c. Web distributed promotional commercials and videos
  - i. Edit clips and graphics to create commercials for specific books, sales, The Masters Guild, and Lamplighter Ministries
  - ii. Design creative, cost-effective, and far reaching distribution methods
- d. Dramatic Video Illustrations
  - i. Produce sermon/seminar illustrative short films
  - ii. Distribute teaching resources via internet and DVD
- e. Lamplighter Productions
  - i. Plan and brainstorm projects
  - ii. Create and refine projects
  - iii. Implement promotional materials
- f. Conferences
  - i. Ministry Representative including setting up booths and communicating with customers and sales.
  - ii. Shoot clips of conference experiences including customer testimonies, and customer dialog with Mark.
  - iii. Pilot promotional videos to gauge customer response in a real market environment.