

# **PRESBYTERY OF GREATER ATLANTA**

## **CAMP & CONFERENCE MINISTRY TEAM COMMITTEE JOB DESCRIPTION**

### **PROGRAM & MARKETING COMMITTEE**

The responsibilities of the Program & Marketing Committee are to:

#### ***Programs***

- Work with the Program Director to strategize, assist and monitor new program development;
- Assist, monitor and assess existing programs;
- Review and guide program evaluations and present findings to the Camp & Conference Ministry Team;
- Facilitate discussions about program priorities for Calvin Center and present results to the Camp & Conference Ministry Team;
- Assist and support the development of new and existing conferences and retreats;
- Investigate and discover new ways to support and resource the ministry of the Presbytery of Greater Atlanta.

#### ***Conference Hosts***

- Participate in and help coordinate Conference Host program (Conference hosts are volunteers who welcome groups and arrange for their needs while the group is on site);
- Work with staff to develop and implement a Conference Host training program;
- Evaluate the Conference Host program and make recommendations to the Ministry Team.

#### ***Marketing***

- Assist and advise in the development of a marketing plan that will fully inform congregations of the Presbytery of Greater Atlanta of our ministry, facilities and programs and encourage their use;
- Review and assist with the development and production of quality publicity and marketing materials for all camp facilities, offerings and programs when needed;
- Work with the staff to evaluate and develop all communication tools, including brochures, email cards and website;
- Develop and monitor the “Ambassador” program of the Camp & Conference Ministry Team (team members serving as Calvin Center Ambassadors to congregations) and suggest further ways to increase its effectiveness.

#### ***Partnership***

- Serve as a partner and support to the Program Director.