**MEDIA TEAM**

**The MEDIA TEAM’s goal is to develop and manage various avenues of communication, publicity, and marketing through social media.**

**TEAM LEADER**

**JOB DESCRIPTION:**

* Develop relevant content topics to reach targeted groups
* Create, cultivate, and manage published content (video, images, written messages, blogs, posts)
* Online advertisements and advocate for ministry
* Oversee design (Facebook Timeline cover, profile pic, thumbnails, ads, Twitter, Instagram, etc.)
* Conduct periodic reviews and surveys for gathering information for improvements
* Oversee and develop ways to expand community and/influencer outreach through media
* Develop and maintain www.Fortifyga.org

**MEETINGS:**

* Quarterly or monthly meetings with ministry leader and teams leaders
* Annual or semiannual meetings with the team leaders and workers
  1. Build chemistry
  2. Assess and set goals
  3. Plan events
* Monthly meetings with the foster/adopt families
  1. Find out needs
  2. Encourage and uplift

**COMMUNICATION TOOLS:**

• Texts/Phone Calls

• Emails

• Monthly Orphan Care eNewsletter

• Social Media

**TEAM MEMBER**

**JOB DESCRIPTION:**

* Develop relevant content topics to reach targeted groups as requested by team leader
* Manage published content (video, images, written messages, blogs, posts) as requested by team leader
* Develop online advertisements and advocate for ministry as requested by team leader
* Monitor activity in (Facebook, Twitter, Instagram, etc.) and report significant items to team leader
* Conduct periodic reviews and surveys for gathering information for improvements as requested by leadership
* Develop ways to expand community and/influencer outreach through media
* Maintain and monitor www.Fortifyga.org