

**News and Observer Advertisement Manager  
and / or  
Google Ad-words and Google Places Account Manager**

**Position Description**

Update and maintain our News and Observer church advertisements and/or Google Ad-words advertisements. These can be two separate positions or the same person, but what we present should be coordinated and similar in style.

Accounts with both already exist, but aren't being used to their full potential. Many churches are included in the N&O Directory, but very few have any content beyond just their name/address. By us having more, we should really stand out. With Google Ad-words, our goal is to gain a prominent placing on someone's screen when they make a relevant Google search, and to have an intriguing ad that would prick their interest and cause them to click our ad to learn more about us.

There are numerous levels of information we can provide within these advertisement: church information, upcoming events, photos, reviews (including encouraging members and visitors to leave good reviews).

**Qualifications**

- Ability to access the directory listing online.
- Excellent creativity skills in making short and relevant advertising messages.
- Reliable for keeping information up to date

**Responsibilities**

- Become familiar with N&O / Google online interfaces.
- Regularly update our advertisements and directory listings online.
- Compile a list of relevant keywords so that ads regularly appear.
- Collect and report statistics to External Communications Deacon.

**Ministry Deacon Contact:**

Jeff Essic

**Time Commitment:**

Less than 1 hour/week