



Bible Studies for Busy Families

Nancy Ruth, author of *The Answer Book*

PO Box 397, Tonkawa, OK 74653

Position: Public Relations Liaison

Type: Temp to Part Time

Location: flexible

Parent Road Ministries is seeking a part-time Public Relations liaison to assist Nancy Ruth in getting our resources into the hands (and electronic devices) of the families who need it the most.

Responsibilities will include...

...identifying, understanding, and reaching target audiences.

... investigating, booking, planning, and advertising author events (like book signings), speaking engagements, guest blog posts, etc. while working with the Financial Manager on budget.

... participating in monthly staff meetings and collaborating with the Parent Road Ministries team to create monthly and yearly social media themes, strategies, and promotions.

... maintaining an online, in-house ministry calendar in conjunction with the Parent Road Ministries team.

... tracking reviews, recruiting and following up on Focus Groups (test groups).

... assisting in writing copy (such as back cover copy) for all publications.

... selling books at author events, managing the online store, shipping and tracking books, and reporting figures to the Financial Manger. This responsibility is contingent upon on location.

... sending thank you notes and responding to all written correspondence.

Applicant should be self-motivated, flexible, and driven with strong organizational and people skills. Familiarity with Google Analytics, connections in the media, Christian family ministries, denominations, and/or homeschool circles are a plus. A proficiency in Microsoft Office, computer and internet access is also required. As a first contact point for Parent Road Ministries, applicant should demonstrate a sincere love for children, families, and the Lord Jesus Christ. Training will be provided. Permanent placement is contingent upon six-month review.

Beginning terms:

- Flexible hours
- 5 hours per week
- \$160/month (Position and pay will grow with the ministry.)

Recruiter: Nancy Ruth

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