

Area Leadership Team Job Description

Vice-president of Public Relations

Queen Esther is one of the most beloved heroines in the Bible. Her story is well known. A Jewish orphan who was raised by her cousin, Mordecai, she became the favored wife of the powerful ruler King Xerxes, who made her queen.

She kept her Jewish identity hidden and had to lay all her courage on the table when the Jewish people were threatened by a treacherous plot from Haman, who wanted to kill all the Jews.

Queen Esther risked everything by approaching King Xerxes and inviting him to a special banquet, along with the evil Haman. It was at the banquet Esther unmasked the plot of Haman, and the king ordered Haman executed immediately.

Esther was a master communicator. She captured not only the eye of the king with her beauty, but also his ear and his heart with her words and message. She effectively conveyed God's message to the king, saving not only herself, but all her people, as well.

You, like Esther, will effectively use communication to advance your area in God's plans and purposes. As Esther saw both the big picture and the details that constructed it, you will also see long range goals while being attentive to details.

Your warmth and engagement as you communicate with people will give you favor and influence, just as Esther found favor and gained influence with King Xerxes. Esther formed relationships with people from all walks of life, not just those in the royal house. You, too, will facilitate growing relationships with people from all over your area, including church leaders, lay ministers, business owners, and others. You will expand the tent stakes of Aglow in your area through the networks of people you relate with.

You realize that any correspondence you send out is for Kingdom purposes. Just as Esther had her people fast and pray before her destiny changing banquet, you will also gather intercessors to help you pray as you walk in this office. Before you send out any piece of correspondence, no matter how mundane or small it may seem, first saturate it in prayer. You will find your area's favor and influence increasing as you do.

There will be times your duties may seem daunting and you may want to throw your hands up in the air. But remember, this is a calling. Just as Esther was called for such a time as this, so have YOU been called for your area, for your team, for such a time as this. Arise, Esther! There is a people group waiting for you to step forward with excellence!

Lift your hands and pray these words over yourself as you step fully into your assignment as the VP of Public Relations for your Area Team:

Father, You sovereignly call us and position us for the greatest Kingdom glory. I accept this assignment and I fully receive the equipping, the anointing, the favor, and the skill needed to fulfil my responsibilities. You go before me and open doors of influence. You are raising my awareness of how I

am known in Heaven. I am more than able to follow each appointment process and complete each form with excellence for You are the One who has equipped me for this position. I receive every bit of creativity that goes along with this assignment to do things that have never before been done because You make me brilliant! Thank You, Lord!

As the Vice-president of Public Relations, you walk under an apostolic anointing and you:

Are the chief personal correspondent for the Area Team, ensuring a standard of excellence is maintained in all written communication and public relations material. You are the warmth behind the Aglow name and the out-front face!

Handle a wide variety of correspondence for the Area Team. When corresponding with the Global Headquarters include the name and ID number of your Area Team.

Handle publicity for meetings and events sponsored by the Area Team by sending out fliers, brochures, tweeting, e-blasts, notices on Area website and Facebook pages, or securing announcements on local radio and television, or in newspapers. Remember to send the information to your Regional Director and State Leader.

Make a directory of the Lighthouses in your Area and once a year distribute to the Area Team, Lighthouse Teams, Regional Director, and State Leader. Include in the directory those who are serving your Area Team as different ministry specialists, ie, Israel Mandate, etc.

Initiate a newsletter for the Area to encourage the Lighthouses by including tidbits of messages from Conferences, Regional events, Area events, etc., and to build relationship through communication. Highlight activities that Lighthouses are doing in their communities to build relationships, share the Gospel, and other ideas to foster ideas in each community.

Watch for ways to bring the ministry to the forefront in the Area through partnering with other ministries and building relationships with pastors and business leaders.

Paperwork responsibilities:

Our database at Headquarters is only as good as the information we receive from the field. That makes your role in the paper work process of VITAL importance. Every small change of information – new officers, Lighthouses that close or go into Operation Recovery, new Lighthouses that are birthed – can only be entered into our records if you send it to us. We depend upon you to be our eyes and ears, gathering and sending the information that we need.

In the past we have required that all original forms be sent to Headquarters. Trying to save time while ensuring our records are kept up to date, we have redone many forms so that they are able to be filled out, saved, and emailed or scanned to Headquarters. Because some forms require signatures, emailed forms are acceptable when the name of the one signing is printed on the signature line and in parenthesis is written (By Email)

Example:

Signature Jane Doe (ByEmail)

The latest forms are always available in MyAglow or by requesting them by email.

Lighthouses

When a Lighthouse Team appoints a new officer, review the *Leadership Questionnaire* for completeness BEFORE sending out a Character Reference Form. (If the new leader is known by the Area Team, it is not necessary to send out a CRF.)

- ✓ Is the leader filled with the Spirit with the evidence of speaking in tongues?
- ✓ Has the leader completed *GameChangers*? In the process? Or willing to complete it?
- ✓ Is the leader a Global Partner?
- ✓ Is the leader willing to attend annual Leader Development events and other Aglow events as required?
- ✓ Are all the necessary signatures on the forms?

Assist in **affiliating a new Lighthouse** by reviewing *Leadership Questionnaires* for completeness before mailing a *Character Reference Form* to the pastor. (See list above. And again, if the new leaders are known by the Area Team, it is not necessary to send out CRF.)

Area Team

When a vacancy occurs on the **Area Team**, you handle the new *Leadership Questionnaire*.

All Changes for Area and Lighthouse Teams

Inform the Global Field Offices – USA, Regional Director, and State Leader immediately when changes occur with Area or Lighthouse officers, their addresses, phone numbers, or email addresses by using a *Change of Information Form*, **filling in the form completely each time**. (There is a version of this form in MyAglow that can be filled out and sent by email each time changes are needed. If you save the form on **your** computer each time you make changes, you will only need to fill in the *newest changes* each time as all the other information is already filled in. This is a time saver!)

The basic building block of good communications is the feeling that every human being is unique and of value. See those you serve with and all those you lead from Heaven's perspective. Call them up in their identity every time you can.