

# Guardian Director of Promotions

## Overview

The Guardian Director of Promotions is responsible for supporting the growth, visibility, and vitality of the Bethel by leading promotional efforts that increase membership, participation, and engagement. Working in partnership with Bethel members and the Bethel Guardian Council (BGC), this role helps promote Bethel activities, encourages interest in the Order, and supports initiatives that strengthen member retention.

## Purpose of the Position

The Guardian Director of Promotions plays a key role in ensuring the continued strength and growth of the Bethel by promoting awareness, participation, and enthusiasm for Bethel activities. Through consistent outreach and collaboration, this position helps create a positive, engaged, and sustainable Bethel community.

## Essential Duties and Responsibilities

### *Bethel Support & Participation*

- Attend all Bethel meetings and, if an Executive Member, attend all meetings of the Bethel Guardian Council.
- Actively support Bethel activities by promoting participation, enthusiasm, and member involvement.
- Encourage parents, guardians, and eligible adults to attend Bethel meetings and events when appropriate.

### *Membership, Promotions, and Communication*

- Partner with Bethel members and the BGC to develop and implement promotional efforts aimed at increasing membership.
- Assist in identifying and engaging eligible youth and families within the community.
- Support outreach activities that raise awareness of the Bethel and the Order.
- Help initiate and promote programs that strengthen current member involvement and retention.
- Encourage participation in Bethel activities, events, and programs that build connection and commitment.
- Support efforts that foster a welcoming, inclusive, and engaging Bethel environment.

### *Additional Responsibilities*

- If there is no Promoter of Youth Activities, assume all duties and responsibilities of that position.
- Perform other duties as assigned by the Bethel Guardian or Bethel Guardian Council in support of Bethel success.

### *Working Relationships*

- Works closely with Bethel members, the Bethel Guardian, and the Bethel Guardian Council to collaborate and align promotional efforts with Bethel goals.

### **Eligibility Requirements**

To be appointed as a member of the Bethel Guardian Council in this position, all of items 1-5 must apply, and at least one of item 6 must apply.

1. Be at least 20 years old
2. Hold a current CAV
3. Have paid any applicable fines (e.g. for not having filed required forms, etc.)
4. Not be the current GG, AGG, VGG, or VAGG
5. Not have served the previous 5 years as Guardian Treasurer of that Bethel
6. Be a Master Mason in good standing in his lodge OR Meet the relationship requirements of a Bethel Guardian Council Member:
  - Majority Member of Job's Daughters
  - Past Bethel Guardian
  - Member of an organization basing its member on Masonic relationship (i.e. Order of the Eastern Star or Daughters of the Nile)
  - Family member of a Master Mason: . Wife (including widow) i. Daughter (including natural, grand-, great grand-, legally adopted, -in-law, step-, step-grand-) ii. Mother (including natural, grand-) iii. Niece (including grand-) iv. Cousin (first or second)
  - Parent (grand- , step-) or Guardian of a Member of the Bethel

### **References**

- C-BGC, ARTICLE V | COUNCIL MEMBERS
- C-BGC, ARTICLE VI | ELIGIBILITY
- NE Bylaws-BGC, ARTICLE XI | TERM OF OFFICE