

15



TASKS A
PASTOR CAN
DELEGATE

TO A MARKETING ASSISTANT

As a pastor, your time is best spent leading — not getting lost in social media, content planning, or email newsletters. A BELAY Marketing Assistant can help you grow your reach without growing your to-do list.

HERE ARE 15 TASKS YOU CAN DELEGATE TODAY:

Content & Communication



Drafting Content

Get social media posts, blog summaries, email follow-ups, and more for promotion.



Creating Email Newsletters

Keep your congregation engaged and informed without writing every line yourself.



Designing Graphics for Sermon Series and Events

Think: Canva graphics for Instagram, flyers, on-screen slides, and more.



Building a Monthly Content Calendar

So you never have to ask, “Did we post about that yet?” again.



Writing Event Promotion Copy

For outreach events, guest speakers, youth nights, small group launches, etc.

Brand & Community Engagement



Engage in church social media groups

Your church can stay present in Facebook groups, online prayer threads, small group discussions, and more.



Respond to comments and messages

Keep engagement active without distracting you from ministry.



Promoting Church Events Online

Help the community stay informed and show up for what’s happening at your church.



Gather and share testimonials

Great stories told with your church’s voice and values.



Organize brand assets and templates

Get all your logos, brand guidelines, event templates, etc. in one place.

Insight & Strategy



Tracking Social Media Performance

See what's resonating and where to adjust.



Suggest new platforms and tools

Tailor recommendations based on what's working in the faith space and beyond.



Maintain consistency in church messaging

Stay consistent across everything you communicate — online, in print, and in person.



Reporting on Campaign Results

Get insight on how God's message is reaching more people — online and off.



Research audience and community needs

Learn more about your audience so you can serve them better.

You were never meant to do it all.

Delegating to a BELAY Marketing Assistant gives you the freedom to focus on what matters most — while still growing your reach, strengthening your message, and supporting your mission.

Ready to see how a Marketing Assistant can help you accomplish more with less?

[SCHEDULE A CALL](#)



The Right Hire. Right Now.

FLEXIBLE STAFFING FROM **BELAY**

EXECUTIVE ASSISTANTS • ACCOUNTING SERVICES
MARKETING ASSISTANTS

BELAYSOLUTIONS.COM

© 2025 BELAY SOLUTIONS LLC.

