

Director of Communications | Job Description

Job Summary

The director of communications will provide dynamic leadership in raising the awareness of St. Luke's, supporting the church's leadership, ministries, parishioners, and staff in all their informational needs, and ensuring the church's mission is communicated effectively both within and beyond its walls.

Essential Functions

- Design and disseminate an effective communications strategy for St. Luke's that supports its missional goals and serves its specific targeted audiences and their informational needs.
- Maintain the St. Luke's website, updating information continuously and expanding our internet presence through content development and search optimization.
- Effectively communicate missional messaging and logistical information, coordinating all publicity requests and channeling them into 12 different communication channels, when and where appropriate:

Website	Sunday Slides
Weekly eNews	Sunday Announcements
Monthly Newsletter	Church Signage
Sunday Wrapper	Online calendars
Print collateral	Public Relations
Social Media: Facebook You Tube	Listserves

- Manage a weekly/monthly flow of newsletters/eNews: gathering timely, relevant news; editing it towards St. Luke's missional focus; providing creative, attractive layouts; and supervising print production and distribution.
- Develop a tiered approach to effectively support ministry leaders, clergy, and staff in the development and promotion of their events and programs (in flyers, posters, signage, etc.) based on established criteria, and offering training in the appropriate areas.
- Develop, manage, and track effectiveness of social media presence, feeding these social media channels content on a daily basis.
- Effectively support all fundraising activities at St. Luke's, with a special focus on Stewardship.
- Raise awareness of St. Luke's Episcopal Church evolving ministry externally to newcomers, neighbors, and the wider community.

Other Responsibilities

- Develop a network of volunteer resources to assist in the publication process, in the areas of writing, editing, photography, video, illustration, printing, and delivery.
- Maintain the appropriate archive of files, images, and videos of past communications for future re-purposing.

- Maintain and expand upon the new tools, technologies and software upgrades necessary to enable a fast response to quickly evolving communication opportunities.
- Cultivate new communication partners/channels in the neighboring community and beyond.

Minimum Qualifications

- Bachelor's degree in communications, graphic design and/or related field (or equivalent).
- Extensive knowledge of Adobe Creative Suite, Microsoft Office, Constant Contact, Express Engine, and other state-of-the-art electronic publishing tools.
- Creative eye, proven design skills, and ability to work in a fast-paced environment.
- Familiarity and comfort with posting on state-of-the-art social media tools.
- Five years' ministry experience in a congregation environment, preferably in communications and print production (or equivalent).
- Demonstrated leadership in area of communications management.

Physical Requirements

- Able to be flexible in length of work day and schedule when deadlines are involved.
- Able to speak in a public forum.

Core Competencies

- *Strategic planning.* Able to translate church goals into effective content, written, designed and communicated to gain impact in a timely manner to the intended audience throughout the church program year, taking into consideration peak holidays and religious seasons. Able to create boundaries where needed in the communications plan and fully understand what are reasonable and realistic expectations.
- *Creative problem solving.* Able to apply strong design, technical and interpersonal skills to find innovative solutions to day-to-day communication problems and breakdowns.
- *Asset management.* Able to organize content, pictures and videos for future re-purposing, and keep abreast of and implement evolving archival technologies.
- *Collaborative team player approach.* Able to stretch resources by finding low-cost solutions and recruiting volunteers to meet ever-increasing communications demand. Able to relate well to all kinds of people, inside and outside of the church, and develop interpersonal partnerships to help grow the church's mission.
- *Trust and integrity.* Able to handle sensitive information and maintain confidences, especially in the planning of key church announcements.
- *Maintaining vision.* Able to see beyond daily communication needs to plan for and execute communication redesigns and upgrades to communications infrastructure when needed.