

Position Description

Director for Communications and Media

Summary

The Director for Communications and Media is a full-time position giving leadership to the communications needs of Eastminster Presbyterian Church (EPC). The person filling this position will serve as a member of the staff team responsible for fulfilling essential functions listed below, and creatively engaging staff and ministry teams in their desire to communicate effectively with EPC and the community. Provides administrative assistance to staff as needed.

Classification and Relationships

Status	Full-time, exempt
Reports to	Senior Pastor
Direct Reports	None
Relationships	Executive level staff, Audio/Visual and Lighting team (AVL), and Web team

Minimum Qualifications

Strong personal faith in Jesus Christ as Lord and Savior

Undergraduate degree in a communications related field

Preference will be given to those with strategic communication/marketing experience

Familiarity with the following software and technology:

Adobe InDesign, Adobe Pagemaker (or equivalent), Photoshop (or equivalent), Wordpress, Social media platforms, Vimeo, Essential Microsoft Applications such as Microsoft Word and PowerPoint, Macintosh operating system, PC operating system, Constant Contact, and Google Applications

Able to pass Georgia background check

3 references (work and personal)

Essential Functions

This position is responsible for all digital and print communications of the church keeping all communications within branding parameters. The essential functions of this role are divided into strategic and task oriented functions as follows:

Daily tasks

- Serves as the initial point of contact for church calendar management: events, facility usage, and facility usage requests
- Communicate staff, congregation, and community needs to applicable teams
- Coordinate electronic calendar system with a hard copy for office and staff use
- Manage EPC social media content including, but not limited to the following tasks
 - respond to questions and comments sent to EPC over social media channels

- identify relevant content from other sources to share on our social media channels
- Post social media that is both timely and appropriate
- Provides administrative assistance to other staff (not the SP/HOS, who has his/her own assistant) as needed
- Provides needed, friendly, and flexible support to covenant partners and guests who visit the church office

Weekly tasks

- Manage worship bulletin design, printing, and preparation
- Develop and maintain collaborative electronic approaches to key communication elements such as the bulletin and newsletter, and encourage the staff to use these tools
- Manage the editing and publishing of weekly sermon text and audio/video media
- Design and upload banner artwork and post to appropriate electronic platforms, and which conforms to the EPC style guide
- Attends and contributes to weekly staff meetings

Monthly and annual tasks

- Develop artwork for sermon series and other services in collaboration with SP/HOS and the Director for Worship
- Track EPC social media and webpage metrics and analytics, summarizing these in the form of understandable reports to leadership, AVL, and web teams
- Identify trends in social media and creates plans for experimenting with relevant or creative ideas on our own channels
- Serve as staff liaison with the AVL and Web teams
- Works with appropriate teams to ensure that ministry publications conform to the EPC style guide, and provide assistance with graphics development and electronic publishing as requested
- Prepare and publish EPC's monthly congregational wide newsletter
- Prepare the annual calendar for staff at the annual planning retreat

Strategic functions

- Expand EPC social media and web footprint through search engine optimization
- In partnership with the executive leadership team, provide creative and meaningful leadership to EPC's overall communication strategy
- Work with the staff to develop a strategic communications plan to help EPC leadership and covenant partners clearly communicate with one another and the community

Core Competencies

The following competencies are required to fulfill the essential functions of this role, and will be reviewed annually:

1. Oral and written communication
2. Results orientation
3. Interpersonal awareness
4. Initiative
5. Self-confidence
6. Flexibility
7. Customer orientation

How To Apply:

Send cover letter, resume, and a link to your digital portfolio to julia.owens@epres.org with the subject line "Director for Communications and Media" by May 26.