



## POSITION DESCRIPTION: DIRECTOR OF COMMUNICATIONS

### POSITION OVERVIEW

The Director of Communications will serve as the channel for all communications to and from St. Paul's Lutheran Church. This person will have the responsibility to lead the envisioning, design, and creation of internal and external communications of the Church and ministries of the church (including the Early Learning Center, Charis Center for Christian Counseling, etc.), in any applicable media form, for maximum ministry effectiveness, and delegate production to team members based on outlined responsibilities. This includes website, social media, ad design, worship series and event design, and oversight of worship guide (weekly and special), printed and electronic newsletters, printed materials, marketing materials, letters, etc. This person provides leadership for the Communications Team, while directly supervising the part time Internal Communications Coordinator and part time Communications Assistant.

### ACCOUNTABILITY

The Director of Communications reports to the Senior Pastor, with responsibility to the Board of Elders.

### QUALIFICATIONS

The Director of Communications will:

- Have a personal relationship with Jesus Christ as Lord and Savior and a desire to serve, and demonstrate an attitude of genuine caring for God's people.
- Perform all duties in accord with the values and mission of St. Paul's Lutheran Church and the vision of the pastors and leadership team.
- Be self-directing and self-managing with *strong* organizational gifts.
- Connect and work with internal and external partners in a professional manner, including radio, print, newspaper, digital, and other media outlets.
- Have comfort and experience with Microsoft Office applications (especially Word, Excel, and Power Point), Adobe Creative Suite (including In-Design, Illustrator, and Photoshop), Canva, media editing/player software, social media sites and functions (i.e. Facebook, Instagram, YouTube, etc.), website content (such as WordPress), and other various web design and web-based programs (such as Church Community Builder, Planning Center, etc.).
- Have the ability to responsibly prepare and manage the yearly budget associated with the Communications area, in accordance with ministry media priorities/plan.

### RESPONSIBILITIES

In accord with the values, vision, and mission of St. Paul's, the Director of Communications will:

- Coordinate and oversee the development of all ministry publications.
- Oversee the SPL/ELC/Charis websites, Facebook pages, Instagram, YouTube, and related social media/online accounts, with appropriate delegation to the Communications Assistant & Internal Communications Coordinator.
- Manage all marketing, advertising, media buying, all graphic design work associated with these areas and other communications products of St. Paul's ministries, including the Early Learning Center, Charis Center for Christian Counseling, and related needs for Unity Christian School (LSA), with oversight and direction of signage and displays.
- Identify objectives, plan, develop, implement, and manage a yearly communications budget (focused on marketing, media, and public relations) in support and reinforcement of the mission and objectives of St. Paul's Lutheran Church and related ministries.
- Create and complete series concept and graphics to be utilized in worship.
- Draft and coordinate recording of the weekly video announcements to be utilized in worship, along with the necessary/accompanying slides, in partnership with the Tech Director.
- Lead Communications Team and work in concert with related staff and other constituents to ensure events are well communicated and ministry area communications needs are met.
- Serve in other ministry capacities and carry out additional responsibilities as assigned.