

The Lutheran Church of Webster Gardens
Ministry Description
Director of Communications

Our Mission Statement: Know and Enjoy God in Worship
Read and Reflect on Scripture
Serve and Share the Gospel

PURPOSE & DUTIES: The Director of Communications will be responsible for facilitating and managing the communications and marketing efforts for the congregation, pursuing opportunities and methods to communicate a consistent and effective expression of our mission and ministry through a variety of mediums including print, electronic, visual, and verbal communication. This position requires a confident leader, well versed in printed publications, internet, social media, video, and willingness to learn other forms of communication as needed. The successful candidate will have a deep and growing relationship with God, active involvement in the leadership of a church, a commitment to maintaining healthy accountable relationships, and a passion to connect people to Christ and His Church.

ACCOUNTABLE TO: Director of Operations

JOB RESPONSIBILITIES:

- Provide leadership and develop process for all internal and external communication information for the church.
 - Work in collaboration with staff and ministry leaders to understand and coordinate communication needs and oversee promotion calendar.
 - Research and develop strategies for communicating with target audiences through a variety of communication platforms, and use metrics to assess progress and overall results.
 - Recruit, train, and lead volunteers in the ministry of communicating and marketing ministry opportunities and information.
 - Facilitate education of communication objectives, effective medium/application, and processes to staff and/or volunteers.
- Ongoing Communications/Marketing Efforts:
 - Collaborate with worship team to produce weekly service program.
 - Manage weekly livestream process including volunteers and necessary materials (camera preset cues, sermon scripts, and livestream graphic scroller).
 - Update daily devotion series through our avenues of texting, email, blog, and website.
 - Design and prepare online forms, flyers, brochures, postcards, signs and other materials. Oversee printing and distribution as needed.
 - Keep website and church app up-to-date with current with information about events, sermons, livestreaming, and other design elements.
 - Produce weekly congregation communications through MailChimp or myWebsterGardens.
 - Create and maintain current content to build relationships through social media channels.
 - Shoot video and interviews that engage the congregation in worship and ministry efforts.
 - Maintain informational in house displays, updating on an as needed basis.
 - Maintain Sermon/Bible Class video and audio for website, mobile app, and homebound distribution.
 - Assist with the preparation and printing of New Member Brochures.
 - Oversee video and/or photography for special events.
 - Maintain the schedule and format the graphics for the narthex monitors and outdoor digital sign.
- Assist with campus technology support as needed for meetings/events/presentations.

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QUALIFICATIONS/SKILLS:

- Bachelor's degree in a related field (Marketing, Communications, or Public Relations) or an equivalent combination of education and experience.
- Possess knowledge of and creative skills in using a diverse mix of communication tools.
- Be a self-starter and learner, eager to research and implement effective methodology.
- Have a working knowledge of Microsoft Office and experience or ability to master other communication/media/design platforms as needed.
- Have a good understanding of graphic design, web development, and social media.
- Possess excellent written, verbal, and visual communication skills
- Be highly organized and detailed oriented, with the ability to meet project deadlines.
- Be a team player who supports and leads both staff and volunteers.
- Have a passion for recruiting, motivating, and equipping volunteers to serve in ministry.

DEMONSTRATED EXPERIENCE:

- Marketing: Overseeing the planning, development, and implementation of marketing campaigns across multiple platforms including but not limited to postcards, billboards, social media, digital advertising, video, and google ads
- Social Media Management: The ability to not only curate content and promote the organization, but create connection through social channels. Preparation of flyers, brochures, and pamphlets using desktop publishing software.
- Website: Developing and designing posts and pages that create a positive user experience and easy access to information.
- Video: Operating cameras to shoot video and interviews that engage an audience about a specific topic, with knowledge of how to edit clips, mix sound, and use lighting.

PERSONAL CHARACTERISTICS:

- Commitment to Jesus Christ (personal faith and devotional life).
- A Christ honoring lifestyle marked by service, generosity, joy, bible study and prayer.
- A growing passion to shepherd others in their walk with God.
- Solid commitment to the authority of Scripture.
- Clear personal and professional vision.
- Sets example and serves as role model in personal life.