



JOB DESCRIPTION

New Full Time Exempt **Date Prepared:** 8/7/2020
 Revised Part Time Non-Exempt **Date Hired:**

Employee:

Job Title: Media and Communications Specialist

Department:

Manager/Direct Report: Wally Bryson

I. **Outline of Ministry and Service**

- Responsible for all media production as well as communications and public relations -- writing & distributing content promoting the church, its activities & events, acting as a liaison between the staff, church members & the public.

II. **Essential Functions and Responsibilities**

- Designs marketing and promotional materials for the church.
- Handles publicity for all church special events.
- Edits all promotional materials prior to distribution.
- Distributes print and online marketing materials.
- Manages and improves the church's website and all social media including calendar of events.
- Assists in redesigning church website as necessary.
- Manages and promotes church wiki.
- Writes content for local newspapers or magazines.
- Researches ways to reach a wider member base, either online or in print.
- Communicates information regarding the church, its mission and activities to the appropriate targeted audiences via existing communications such as the Calling Post, Sunday bulletin, mail, email, social media and develops other channels as needed.
- Creates the weekly bulletin and assists with content as needed.
- Advises church senior staff on ways to improve or update public image.
- Ensures that all promotional materials are aligned with church's brand identity.
- Addresses and resolves any problems that may arise with promotional content or distribution of materials.
- Serves as the point of contact for media inquiries.
- Works with all church ministries to ensure all media sources reflect correct information about upcoming events, and that historical events are removed/archived.
- Oversees the recording of Sunday worship services and student worship services.
- Supervises and coordinates the use, implementation and maintenance of sound, lighting and worship related equipment and instruments.
- Implements logistical details and provides support and expertise for concerts, musicals and special evangelistic efforts that involve music and other technical areas of the church.
- Enters Worship service content into Pro-Presenter.

- Prepares Media Shout presentation for Sunday worship.
- Prepares project for special worship productions.

III. Education and Qualifications

- Bachelor's degree in marketing, public relations, digital media or relevant field.
- 3 years of experience in digital media and/or marketing.
- Knowledge of web design.
- Familiar with publishing programs like Adobe and InDesign.

IV. Preferred Skills

- Possesses knowledge of effective marketing strategies.
- Exhibits knowledge of church identity, mission, and goals.
- Demonstrates strong writing and editing skills.
- Communicates clearly and effectively.
- Possesses strong organizational skills.
- Is detail-oriented.
- Exhibits excellent interpersonal skills.
- Is capable of creating and maintaining a network of vendors for promotional events.
- Demonstrates knowledge of website design and html code.
- Exhibits proficiency in Microsoft Office Suite including Word, Power Point, and Outlook.
- Is capable of thinking creatively and analytically.
- Manages time efficiently.
- Is able to conduct independent research into target market.
- Works well with a variety of different individuals.
- Possesses solid problem-solving skills.