

## **Job Description for Communications Director**

Messiah Lutheran Church, Madison, Alabama

Messiah Lutheran Church,

7740 Highway 72 West

Madison, AL 35758

(256) 721-0041 | mlutheran.org

**Date prepared:** August 2024

**Position Type:** Part-time (10.5 hrs/week, 546 hrs/yr)

**Location:** Remote with occasional visits to Messiah Lutheran Church.

### **GENERAL PURPOSE OF POSITION:**

Messiah Lutheran Church is seeking a creative and strategic Director of Communications to lead and manage all aspects of our church's internal and external communication and marketing efforts. This role is vital in ensuring that our congregation members and potential members receive clear, consistent, and engaging communication across all platforms. The Director of Communications will be responsible for overseeing the development and implementation of communication strategies that effectively share our church's mission, vision, and events with the broader community.

### **PRIMARY TASK:**

The primary task of this position is to oversee anything people read, touch or click:

- *Read* would include any written messages communicated from or about the church...be it in print or electronic form.
- *Touch* would include weekly bulletins, newsletters, brochures, mass mailings/postcards or anything else that represents the church or has the church logo on it, in print form.
- *Click* would relate to any form of web or email-based technology, as well as social networking tools like Twitter, Facebook, etc.

### **SUPERVISION AND SCOPE OF WORK:**

The Communications Director will serve under the supervision of the Senior Pastor.

### **RESPONSIBILITIES:**

*Communication within the church by leading in the design, editing, and publishing of the church's printed and electronic communications:*

#### **Digital and Print Media:**

- Lead all efforts related to the development, maintenance, and improvement of the church's website (www.mlutheran.org).
- Keep website current and relevant in communicating the mission, vision and core values of our church.
- Keep website current with our ministries, calendar, and other events.
- Keep blog current and archived.

- Provide regular reports regarding the website and blog traffic to the Church Council.
- Keep social networks current – Facebook, Twitter, Instagram, blog, etc. Moderate and monitor the content posted to those accounts.
- Organize and maintain church member photos and manage church’s membership directory and any photographic assets.
- Lead volunteers to create an organized digital archive of Messiah’s historical holdings and organize them on external hard-drives or other stable media.
- Oversee and assist in the training of the volunteers of Messiah Communications Team who share gifts of writing, photography, drawing, design, audio or visual production, sound engineering and web design. Develop a written social media “guide” for those involved.
- Support church ministries, programs, activities and events with the creation of print and electronic communication.
- Generate a graphic and short opening video related to MLC’s weekly worship livestream in coordination with the pastor and office manager.
- Create livestream link, update livestream software, push livestream to MLC website and Sunday e-news.

**Promotion and Publicity:**

- Produce all designs, copywriting and direction for church-wide publications.
- Create communication strategies to market, inform, advertise and promote teaching series, public social events, or other campaigns or messages.

**Design and Brand Management:**

- Design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence that appeals to a wide demographic.
- Monitor the look, tone, and feel of all promotional materials representing the church. Establish a new church logo and Usage Style Guide for staff and volunteers to ensure proper usage and accessibility for our emblem.

**Facility Communications and Systems:**

- Work with the Church Council, staff, and volunteers to improve the quality and consistency of messaging and signage in all areas of the church to include the Narthex and Parish Hall Welcome Center displays, wall displays and artwork, bulletin boards, and exterior sign.

***Communication outside of the church by crafting a strategy to increase the church’s visibility within the community:***

- Proactively work to maintain the church’s digital presence with the website and social media, to include search engine optimization.
- Oversee all written materials related to external or public programs or events.
- Create and publish press releases as needed. Oversee efforts related to securing or responding to media attention.
- Manage all publicity and communication regarding “Music at Messiah Classical Concert Series”.
- Design and publish content for MLC’s Electronic Marquee and obtain advanced approval of all content pushed to the public sign.

**General Responsibilities:**

- Assist other staff and church volunteers with communication needs.
- Build good public relations with the congregation, organizations and the general public.
- Provide back-up support for Office Managers in the event of illness, injury, or unavoidable schedule conflicts.
- Assist in any automation initiatives or technical training on software platforms that would enhance the staff's skills and efficiencies.
- Provide guidance and feasibility on future technology expenditures.
- Facility support (i.e. locking up/events usage, etc.) as arranged or needed.

**QUALIFICATIONS & APTITUDES:**

- Faith: A Christian who is committed to a lifelong process of growing in grace and demonstrates an understanding of, and agreement with, Lutheran theology.
- Use of computer and software applicable for creating, designing, and maintaining a website.
- Demonstrated experience and ability to use graphic design principles and photography to produce quality communications products.
- Ability to initiate projects and meet deadlines. Organized and able to manage multiple projects.
- Excellent written and oral communication skills.
- Able to work independently and as a team member and deal with people in a professional and Christian manner.

Inquiries: Please send resumes to [personnel.committee@mlutheran.org](mailto:personnel.committee@mlutheran.org)