

Revised 1-13-21
Director of Communications
and Marketing

Reports to: Pastor and the Communications and Marketing Committee
FLSA: Hourly, part-time (15-20 hours per week)

Job Summary

The Director of Communications and Marketing (DCM) works with other church leaders in developing and implementing marketing and communication strategies and programs targeting current and potential church members and the greater Green Bay community consistent with the mission, vision and policies of First Presbyterian Church. The DCM manages marketing/communications activities including but not limited to social media posting and monitoring, website, newsletter and email content/editing, ad hoc communication projects and assisting in the production of live and virtual worship services and events. The DCM will also lead efforts to generate and facilitate branding, awareness and communication for the events, ministries and identity of First Presbyterian Church to its congregation and the community at large.

Essential Functions:

Overall

- Develop and implement effective Communications and Marketing strategies for all audiences (church members, potential members, and the broader community).
- Develop and maintain a communications calendar.
- Serve as the focal point/advisor for communication (through participation in meetings and/or intake process) on behalf of the pastor and church committees.
- Maintain lines of communication with local newspapers, radio and TV stations, leading to coverage of church news and events.
- Manage the church website, being accountable for the collection and preparation/editing of information and designing and implementing improvements.
- Serve as key administrative and maintenance contact for communications tools and services (i.e. website administration). Assist in the production of live and virtual worship services and events by creating PowerPoint presentations and managing Facebook Live broadcasts.
- Meet ad hoc and one-time communication needs, such as producing a handout for church visitors, videos, etc.
- Assist in the evaluation of software and technology relative to church marketing and communication
- Manage social media interaction for all church activities.
- Collect, create and/or edit information and produce the church newsletter and email blasts.

Other Responsibilities:

- Participate in church staff meetings, meetings of the Communications and Marketing Committee, and other committees as necessary.
- Attendance at approved continuing education opportunities.
- All programs to be implemented in accordance with the goals, objectives and policies established by the Communication and Marketing Committee and in accordance with church policies procedures and standards of ethical conduct.
- Other duties as assigned.

Minimum Qualifications:

- A commitment to the Christian faith and a desire to proclaim the Word of God to the members of the congregation and wider community.
- The ability to communicate effectively both verbally and in writing on an intergenerational level.

- Computer skills including proficiency in Microsoft Office, web-based publishing and social media platforms.
- Demonstrated leadership, management, and organization skills.
- Knowledge of audio/video equipment is desired but not required.

Core Competencies:

Interpersonal Skills: Has an ability to work with people and have concern for their nurture and growth as persons and disciples of Jesus Christ.

Creativity and Innovation: Has a willingness to learn, be creative, and be self-driven while directing others to do the same. Generates new ideas, creates fresh approaches, learns from mistakes, and exercises good judgment about which creative ideas and suggestions will work.

Technical Expertise: Acquires and demonstrates the technical skills required to proficiently execute the essential functions of the position; understands which skills are lacking and seeks to develop those skills; continually works toward the mastery of technical proficiency.

Time Management: Is able and willing to focus time on tasks that contribute to the church's goals; uses time effectively and efficiently; concentrates efforts on the most important priorities; can appropriately balance priorities.

Communication: Is able to deliver a message clearly, articulately and with appropriate emotion in a variety of settings. Is able to write clearly and succinctly; employs correct grammar, punctuation and patterns of speech.

Photography: Is proficient in photography, able to take photos of people and events, editing and using them in all FPC communication vehicles, including, but not limited to, website, print documents, and social media channels. Must also be able to organize and archive the photos to be accessed as needed.

Social Media: Has working knowledge of social media channels, including, but not limited to, Facebook, YouTube, and others as they become popular among our church populations.

Organizational Knowledge: Knowledgeable about how congregational communication, decision making and leadership works; knows how to get things done through formal and informal decision making channels; anticipates permissions required and plans accordingly.

Project Management: Identifies the key objectives and scope of a proposed project; garners needed resources and project support, develops a realistic and thorough plan for achieving key objectives, keeps relevant committee members briefed on progress, implements action plans, identifies and resolves barriers and problems.

Strategic Management: Is future oriented and can visualize the larger picture of where the church is heading; identifies and prioritizes strategic communication objectives that are consistent with the vision and mission of the church.

Supports the membership process: Communicates a well-defined articulation of membership and its benefits through use of various communications channels; understands the membership process of the congregation as a system that incorporates hospitality, welcome, orientation, membership and deployment.