

## Director of Communications Ministry

### Position Summary

The Director of Communications Ministry, also known as the Communications Minister, is a leader with a heart for relational community whose outstanding communication gifts help to connect parishioners, visitors and the broader Smith Mountain Lake community to Trinity Ecumenical Parish. Communications touch all aspects of our mission and ministry at Trinity, and the Communications Minister will lead us in sharing the story of our church and the Gospel within the parish and the community. The Communications Minister will help form and lead a team that leverages the mission and vision of Trinity through creative internal and external communications, community development, story-sharing, and state-of-the-art communications systems & platforms. As part of a team-based staff, the Director of Communications Ministry works in consultation with the pastors and alongside the ministry staff & the administrative team. The Communications Minister develops strong parish and community relationships and works collaboratively with Trinity ministry teams to help ensure consistent, quality content and clear communications in all channels.

### Position Responsibilities

- Develops a communications strategy and plan that deepens relationships within the congregation and effectively reaches the surrounding community.
- Attends parish ministry events & meetings to build relationships, capture stories and share the activities of the parish.
- Actively participates in community nonprofit and business organizations in order to build relationships and identify opportunities for parish support and participation where appropriate.
- Keeps abreast of new technology and proactively seeks opportunities to further our ministry.
- Creates, manages and distributes digital, print and recorded communications that tell stories and connect people to the parish, employing a variety of platforms and media, including but not limited to: Email, social media, live-streaming, podcasts, next-generation platforms, as well as traditional audio-video, slides & photos, signs & posters, and print media.
- Collaborates with ministry teams and serves as point-person to disseminate creative content.
- Posts photos, videos and written content on Trinity's social media sites and constantly monitors & updates.
- Coordinates with and supports pastors, music director and stream team by

preparing materials for in-person and streaming worship services such as PowerPoint presentations and other digital communications.

- Maintains, oversees, and frequently updates the parish website and the preschool website.
- Supports staff, Parish Council, ministry teams and committees in using technology, software and digital communications, including Zoom and all other appropriate communications tools.
- Helps identify and implement new technologies in hybrid meeting spaces that allow for blended virtual and in-person participation.
- Provides setup for in-person and hybrid meetings and presentations using appropriate technology, including, but not limited to: a laptop computer, DVD player, projector, smart TVs, video cameras, video conferencing software and other hardware or software as needed.
- Creates attractive video presentations that communicate current ministry information each week and uploads them to TV in Fellowship Hall using Power Point, .wmv conversion and other media software.
- Creates graphics and other media for communications and publications.
- Coordinates quarterly newsletter by: Soliciting and collaborating on articles from ministry teams & committees; compiling, editing and writing articles; designing graphics; uploading newsletter to website; and notifying parishioners via mass email and facilitating printed version of newsletters for paper mail.
- Advises the pastors and staff about opportunities to improve and streamline communications.
- Periodically updates photo directory of members using Servant Keeper.
- Identifies opportunities for design of promotional items, including shirts, banners, and decals and coordinates their purchase or production.
- Provides communications updates at regular staff meetings.
- Performs other duties as assigned.

## Qualifications

- Passionate about relational ministry and sharing Christ's love with all people wherever they might be on their journeys of life and faith.

- Committed to being supportive of the three faith traditions represented at Trinity.
- Strong awareness and knowledge of proven communications and marketing theory and strategy.
- Excellent verbal and written communication skills.
- Strong interpersonal skills and commitment to maintaining confidentiality.
- Enthusiastic innovator, creator and communicator who is passionate about sharing talents in a team-based environment.
- Ability to manage multiple priorities.
- Strong digital fluency, including the ability to understand, select, and use appropriate and current technologies for communication.
- Strong technological literacy, including the willingness to explore and adapt to new technologies.
- Strong orientation towards details and ability to synthesize and relate them to the broader ministry of the parish.
- Excellent organizational, coordination and time management skills.
- Demonstrated experience creating and editing content for effective communications.
- Demonstrated experience using Microsoft Office 365, Publisher, Canva, Constant Contact, SharePoint, or similar programs.
- Demonstrated experience using social media platforms for communications such as Facebook, Instagram, and YouTube.
- Demonstrated experience in photo and video editing skills and utilizing software for presentations.
- Demonstrated familiarity with Zoom, Cisco Webex, and other video platforms for meetings, including platforms for scheduling parish meetings
- Demonstrated experience in basic graphic design.
- Demonstrated experience with or ability to learn use of web-hosting sites.
- Demonstrated experience using email marketing platforms.

### **Accountability:**

The Communications Minister works collaboratively with pastors and staff and is responsible to the pastors. The Communications Minister is accountable to the Parish Council through the pastors and the Personnel Committee.

### **Working Conditions:**

Most duties are performed in the parish building where an office, technology equipment and office furniture are provided. The parish is ADA compliant with handicap parking, handicap access to the building and restrooms, and an elevator for movement between floors.

### **Salary and Benefits:**

This is a full-time, exempt position and the normal work week will be 40 hours with a half hour lunch break each day. Health care benefits are provided the Communications Minister by the parish, and the Communications Minister may pay for family members' coverage. Vacation, holidays and medical, dental or family leave benefits are outlined in the Personnel Policies and Procedures manual (page7).