

# First Presbyterian Church of Jackson – Job Description

Director of Communications Full-Time Position

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**POSITION PURPOSE:** The Director of Communications is responsible for leading and managing effective communication strategies both inside and outside the church community.

**Reports to:**

*Executive Minister*

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**POSITION OUTCOMES / EXPECTATIONS:**

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**PRODUCTION:**

- Worship & Regular Programs
  - I. Weekly Bulletins for Worship
    - Creation of series artwork for monitor slides, social media, etc.
    - Weekly execution across bulletin and monitor slides
  - II. Design, produce and coordinate all visual communication (e.g. graphics, photo/video, icons, printed material promotions, etc.)
  - III. The First Epistle
    - Coordinate with all departments in conjunction with the First Epistle editor to ensure effective content plan
  
- Website
  - I. Site Development
    - Management of platform and hosting
    - General Maintenance
    - Security, backups, and updates
  - II. Site Content

- Site design / creation, organization, and maintenance (+ SEO)
- III. Podcast / Online Sermons / Bible Study Audio
- Keep in step with and oversee the development of the latest methods of audio message delivery to best serve the congregation and the community.
  - Weekly maintenance and updates
  - Establish a workflow for electronic audio processing and storage, to get audio files to web in a timely manner, and to convert existing audio library to electronic files for use on the website.
- IV. Technical Support (user emails, error corrections, updating, bug fixes, etc.)
- V. Maintenance of Google Accounts (information, location-based data, submission for search, user reviews, etc.)

## **STRATEGY:**

- General Management:
  - I. Manage the Communications department (comprised of project coordinator, broadcast team, and the First Epistle Editor) including the creative process, traffic management and ensure the team is on track creating messaging in line with FPCJ's vision and mission.
  - II. Oversee the Church Management Systems and be the point management contact with Shelby Systems software and web-based initiatives.
- Special Events & Promotions:
  - I. Organization / Calendaring / Priorities
    - Create communication strategies to market, inform, and promote events / studies / campaigns for various ministries
    - Work with ministry department leaders to develop content and platform for both Church-wide and specific audience strategies
  - II. Management and execution of promotional materials (print and digital)
- Oversight of Social Media
  - I. Facebook, Twitter, and Instagram accounts

- Provide content and information for updates, promotions, and news
- Select and execute promotions (paid and unpaid)

## II. Storytelling

- Seek out, coordinate, and facilitate sharing / storytelling for ministries and individuals displaying life in the church, mission, and vision

- Branding

### I. Design and Brand Management

- Monitor look, vibe and feel of all promotional materials
- Oversee the use of church logos and individual ministry logos and images
- Creation and Maintenance of Logo Style Guide

### II. Messaging

- Maintain on-message voice of hospitality and inclusiveness in all materials (print and digital)
- Understand current culture and trends, using that knowledge to develop appropriate communications

### III. Signage and Wayfinding

- Work with design team to create temporary displays and design, coordinate permanent signage and displays

## **ADMINISTRATION:**

- I. Budgeting for web, print, signage, etc.
- II. Coordinate proofreading and oversight of calendaring
- III. Price shopping, vendor selection and print preparation

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## **QUALIFICATIONS & REQUIREMENTS:**

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### **EXPERIENCE & SKILLS**

#### **Required**

- Experience in communications, creative direction, or a related field
- Excellent written communication skills and copywriting

- Highly organized, highly productive, and manages time well
- Ability to think and work quickly, moving from one project to another (with different goals, audiences, and deliverables)
- Must be a self-motivator with the ability to lead and work effectively on a team
- Must exemplify a love for (and skill with) all types of people
- Must commit to enthusiastic alignment with the Theology and Philosophy of Ministry as communicated on the FPC Jackson website.
- Must commit to performing their duties in accordance with the stated mission and purpose of the church, Policies and Procedures Manual, and the Westminster Confession of Faith.

### **Preferred**

- 1-3 years in ministry or non-profit activities
- Proficient in industry-standard Adobe design and layout platforms
- Proficient in Microsoft products (Word, Excel, PowerPoint)
- Proficient in website development using WordPress (some coding skills required)
- Proficient in print production process / file preparation (large and small formats)
- Knowledge of video process and editing (working knowledge of Premiere Pro or Final Cut, or other editing software)