

Job Title: Director of Communications

Status: Full-time

Reports to: Director of Administration

Position Summary:

The Director of Communications is responsible for maintaining all internal and external communications for the church and school including print, video, and electronic communications. The duties also include researching, developing, and implementing marketing/evangelism strategies. Further, they will oversee and edit all congregational publications. The Director of Communications is also responsible for developing relationships with local media contacts to maximize media exposure and control the message. Lastly, the Director of Communications will be a member of St. Paul's Lutheran Church & School. The position will remain open until filled.

Principal Duties and Responsibilities

Evangelism, Marketing & Communications

- Maintain consistent style and brand for all print and electronic media that represents St. Paul's.
- Create, review, communicate and maintain a comprehensive annual communications plan to include timelines for promoting events.
- Responsible for all congregation- and public-facing communication, including weekly announcements, newsletters, brochures, video, etc.
- Create communications that convey the vision of the Lead Pastor's and Church & School goals.
- Research, evaluate, adopt, and maintain marketing and advertising platforms, i.e. Google Advertising, analytics and other media.
- Develop media contacts with appropriate media outlets, and serve as the liaison with Wartburg College.
- Write and distribute press releases to multiple media sources.
- Update social media channels, including the congregation and school Facebook pages and all other web-based channels.
- Create and update content for websites affiliated with St. Paul's Lutheran Church & School
- Partner with Director of Information and Worship Technology for technical support in the execution of communication strategies and best practices in information management.
- Ensure accurate and consistent communications, with attention to detail and target of appropriate audiences.
- Review, create, and revise a unified church and school event calendar for marketing purposes.
- Develop an annual communication budget and ensure that costs are within budgetary limitations.
- Assist with other duties as assigned by Director of Administration.

Required Education, Experience and Attributes

- Bachelor's degree in related field
- Will join the membership of St. Paul's Lutheran Church and School
- Excellent written and oral communications skills
- Attention to detail required
- Ability to learn skills and become proficient in duties and tasks and adapt for highest productivity
- Ability to collaborate with staff and volunteers
- Ability to work toward the mission and goals of the Church & School