All Saints Lutheran Church

Director of Communications

Job Description

**Purpose**

* Provide collaborative leadership to develop and execute communication strategies for All Saints Lutheran Church
* Define and target segments of the congregation requiring unique communication approaches and develop the best approach for each
* Develop relevant and consistent communications for All Saints congregation and community

**Reports to Lead Pastor**

**Duties and Responsibilities**

Relationship Building – is a trusted and dependable team player who collaborates with members and a wide variety of groups

* Supports Pastors and staff leadership providing guidance, leadership, planning, talking points, etc.
* Supports key committees, task forces and ministry groups regarding events, messaging and communication tactics

Channel Management – ongoing inventory and maintenance of communication channels

* Bulk and promotional emails
* Bulletin Inserts
* Quarterly Newsletters
* TV Monitor Content
* Annual Report
* Videos and Livestreaming
* Social Media Posts and Coordination
* Website Updates
* Sunday Verbal Announcements
* Bulletin Boards and Posters

Coordination – Colaborates with administrative staff members and coordinates calendar of events maintenance for message cadence. Anticipates timing and deadlines, project impacts and integration of activities.

Content Creation – Has a passion and skill for “telling our story,” a nose for news, highlighting ASLC mission and ministry through our members. Journalistic writing skills with an eye for formatting.

Measurement and Monitoring – Refines measures of success for communication outcomes. Introduce best practice for member communications with the helpf of web trend metrics, email open rates, Facebook posts, etc. analysis. Provides feedback and evaluation processes.

Project Management – Develops communication campaigns for major projects such as, annual stewardship campaign, VBS, festivals, the Annual Meeting, back-to-school programming, etc.

Audience Understanding – Creates a communication “tool kit” and templates for member leaders to help them efficiently use communication channels to promote their ministry efforts.

**Desired Characteristics**

* Christ-centered person of faith
* Exceptional leadership, organizational and motivational skills
* Collegial and approachable team player who is respectful of others
* Ability to coach and share knowledge with congregational members as well as other staff members
* Attention to detail yet flexible in last-minute situations
* Demonstrates strong communication skills and works well in cross-functional setting

**Requirements**

* BA in communications or related field preferred.
* Copywriting, video, and web editing experience preferred and knowledge of marketing or advertising desirable. (We currently use Adobe Creative Suite, Wix, Canva, and OBS.)
* Experience with social media channels and other content sharing platforms (we currently utilize Facebook, Instagram, and YouTube.)
* Demonstrated success in managing multiple projects simultaneously
* Skilled in professional communication with diverse audiences; excellent verbal and written communication
* Develop and manage communications budget
* The requirements of the All Saints Personnel Policies manual pertaining to sick leave, Internet and computer use, including social media use and expectations of conduct which are not detailed in this Job Description shall remain in effect