

First Lutheran Church Duluth, MN
Communications Specialist

SUMMARY

The Communications Specialist will create, organize, plan and implement effective communications messages and strategies for/with church and community audiences. This person will support church and ministry leaders in conveying their vision and communications priorities to appropriate audiences.

We view this position not as a marketing position but as a digital ministry position where digital communication is used to build, strengthen, and grow community. We are interested in someone who is creative and fun and cutting edge. We welcome “outside-the-box” thinking.

SPECIFIC SKILLS, TALENTS, GIFTS

Leadership: Provide leadership and management in the area of external/internal communications through print and electronic vehicles for the church. Self-starter; excellent communicator.

Coaching: Educate people about procedures and processes for communicating church messages. Meet them where they are in their level of understanding and help them come to know what we do and why we do it and how they can contribute to the overall effectiveness of our church communications. Cultivate, lead and manage a team of communications ministry volunteers (writers, photographers, designers, etc.)

Creativity: Continually look for ways to reach people and build community in creative ways through digital avenues.

Public Relations: Assess and determine the most effective ways to communicate a message to its intended audience. Manage digital sign messaging. Manage radio ministry.

Organizational/Planning: Understand vision cast by leadership and organize communications messages in a way that best reflects ministry priorities. Help develop ways to gather and tell people’s stories through video, interviews, newsletter, eNews, blogs, etc. Be able to handle and meet deadlines with grace.

Relational: Sit at the table with leadership and advocate for creative and clear communications. Connect with ministries on a personal face-to-face and regular basis to understand their ministries’ needs and wants.

Computer Proficiency: Familiarity with and comfort using graphic design software (Illustrator, InDesign, Photoshop); Wordpress; Video-editing; skilled with using various social media platforms (FB, Twitter, Instagram)

Writing: Demonstrate excellent writing, editing, and proofreading skills. Adapt written text to match the medium through which it is being communicated.

Design: Able to create visually captivating and/or clearly communicating materials.

Major Responsibilities:

- Imaging and messaging for our congregation and our different ministry teams

- Design, develop, edit, update website, blog, and social media; keep them fresh and engaging

- Unify and align communications so messaging is in sync and brand is clear

- Responsible for keeping up-to-date on methods of new media communication, graphic design software and practices

- Manage and guide high quality communication pieces through the writing, designing and editing processes

- Manage photography, streaming, video editing, podcasts so that our story is captured and told

- Work with ministries to support their communications needs.

- Attend and/or schedule relevant staff, team and other ministry meetings

- Volunteer team development

- Facilitate development of templates for common ministry design needs

- Maintain the public relations function of the organization; establish and maintain active relationships with secular, denominational and interfaith media

General:

Strong interpersonal and decision-making skills; creativity; “outside-the-box” thinking; teamwork; joy in serving a faith community through media; attention to detail; knowledgeable and conversant in marketing and branding nomenclature, best practices, and emerging trends

This person is a facilitator, creative director, partner in ministry, problem-solver, a leader
This person is not a production artist, IT Professional, administration assistant

What is the required education and experience?

Bachelor's degree in Communications, Graphic Design or similar job experience; background in web/social media management or coordination, graphic design, outreach; video editing.

This is a full-time position with benefits; hours are variable.

Skilled with using various social media platforms (FB, Twitter, Instagram)