

Revision  
Date:

April 25, 2020

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## **Identifying Data**

Job Title: Communications Director

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Job  
Classification: Part-time, salaried, non-exempt

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Department: Administration

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Reports to: Rector

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## **Job Summary**

The Communications Director coordinates information in a variety of formats in order to communicate the mission and programs of Holy Trinity Episcopal Church to internal and external audiences. The position is 19 hours a week and reports to the Rector. Formats include the weekly electronic newsletter, the Parish Post (on-line magazine); other communication materials. The Communications Director maintains the church website and assists other staff and members to use the features of the website.

The Communications Director is a resource person for both members and non-members, and a welcoming and responsive presence in our church's office.

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## **Essential Functions / Key Responsibilities**

The duties and responsibilities include, but are not limited to, the following:

### **Hospitality**

- Provide a welcoming and helpful presence to members, the public, staff and clergy.
- Respond to requests for information and resources via email, telephone, and in-person visits.
- Act as the point of contact for the media.
- Serve as a resource to commissions and committees

### **Communications**

- Work with Rector and all staff/clergy to keep the congregation fully informed about pertinent events and church news
- Write, edit, and distribute print and online communications in a timely, accurate manner consistent with Holy Trinity's vision and branding; This includes writing stories, assigning stories to volunteers, editing, assigning or taking photographs, producing graphic design and layout, proof-reading, and coordinating printing and/or distribution for:
  1. *Parish Post*, newsletter published several times per year
  2. *Bulletin* announcement inserts, published weekly and for special services
  3. *The ePistle*, a weekly email newsletter
  4. *Christian Formation Brochure*, published twice a year
  5. Miscellaneous invitations, brochures, flyers, etc.
  6. Create, maintain, and update content for Church website on at least a weekly basis, ensuring that new and consistent information (article links, stories, and events) is posted regularly
  7. Act as a gateway, consultant, and quality control check on all church communication products, including those produced within individual ministries of the church
  8. Manage the Church's social network presence on Facebook, and explore options to expand to Twitter, blogs, and other emerging social networks.
  9. Negotiate and coordinate the print production process with outside vendors as needed; order paper for publications produced in-house as needed.
  10. Serve on and work with volunteer Communications Commission to establish Church communications policies and procedures and to assure achievement of Church leadership's vision
  11. Maintain files of publications and maintain and update a photo library for use in publications.
  12. Coordinate other special projects and perform other duties as directed. Serve as a writing resource for Church staff.

### **Volunteer Support**

- Assist in recruiting, coordinating and scheduling volunteers as needed, under direction of the Rector or committee leadership.
- Organize workflow and maintain a tidy and usable office environment so as to enable effective use of volunteers

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### **Education and Experience**

- Bachelor' s degree in journalism, public relations, communications, English, or a related field.
- Ability to define and solve practical problems and deal with a variety of variables to find and implement viable solutions.
- Ability to collect and interpret data
- Knowledge of best practices in the areas of marketing and communications; website management and design
- Willingness to learn new things and seek knowledge when confronted with new stations or challenges
- Ability to maintain focus and accomplish tasks effectively in an environment that can be filled with interruptions and distractions

### **Additional Responsibilities**

Other duties may be assigned as deemed appropriate and/or necessary by the Rector .

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### **Qualifications**

- Excellent writing and editing skills with command of the English language (style, usage, grammar, and punctuation), including proofreading.
- Good listening skills
- The ability to take knowledge and transform it into useful messages and disseminate the information to the right audiences through appropriate distribution channels.
- Attention to detail and accuracy.
- Demonstrated organizational skills, including planning, calendaring, project coordination, and prioritization.
- Ability to multitask.
- Ability to effectively manage workload.
- Ability to maintain confidentiality at all times regarding persons and information.
- Experience in website and electronic media management.
- Proficiency in word processing, spreadsheet, and database applications.
- Proficiency in InDesign, Publisher, Adobe, other desktop publishing software; Microsoft Word; Microsoft Power Point and Excel; MailChimp and Jotform software.
- Ability to create a welcoming space and diffuse/manage conflict when it arises

### **Working Conditions**

The Americans with Disabilities Act requires that we identify the general aptitudes and physical requirements needed to perform the job listed above. Individuals who have the position must be able to perform all essential job functions unaided or with reasonable accommodation. The job requires excellent mental abilities, verbal skills, excellent vision, and an ability to hear. Occasional lifting of up to 20 pounds may be required.

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Employee

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Date

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Rector

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Date