

## Communications Director

- Position:** Oversee all Church communications and graphic design  
**Status:** Part-time 20 hours, non-exempt, hourly  
**Reports to:** Associate Pastor  
**Purpose:** Communicate the identity and vision of Light of Christ Lutheran Church to our congregation and the surrounding community as they experience our church in person, in print, and online.

<b>Duties &amp; Responsibilities</b>
<p><b>Oversee the execution of all <u>consistent</u> congregation communication efforts</b></p> <ul style="list-style-type: none"> <li>• Gather the information and design elements to create the weekly worship bulletins and provide for weekly visual ad communications (pre-service and Welcome Center loops)</li> <li>• Edit and send pastor email message to congregation</li> <li>• Assure the Website and App are kept current with all ministry opportunities and information</li> <li>• Using volunteers, assure weekly posts to social media (Facebook) of LOC events including photos</li> </ul>
<p><b>Oversee the execution of all <u>special, key</u> congregation communication efforts</b> (staff and team related)</p> <ul style="list-style-type: none"> <li>• Manage the design and development process of all brochures, programs, flyers, handouts, business cards, labels, posters, signage, and specialty items (including Stewardship materials, Annual report, Outreach print pieces, etc.)</li> <li>• Direct design specialists to create/edit all visual elements that are needed for congregational communication (e.g. ads, logos, etc.)</li> <li>• Develop fresh marquee messages and provide for consistent updating of marquee</li> <li>• Manage archiving of LOC photos to LOC photo drive</li> <li>• Create ministry celebration videos (3/year)</li> <li>• Work with Video/Editing team to direct short invitation, celebration, or inspiration videos to enhance the worship or communication ministry of the church.</li> <li>• Assess effectiveness and recommend trend changes to LOC communication strategy</li> </ul>
<p><b>Oversee IT budget and IT support provider</b></p> <ul style="list-style-type: none"> <li>• Interface with IT support provider, including assessment of changes or enhancements (hardware or software)</li> <li>• Annually assess IT support provider to determine if change is needed</li> <li>• Submit and oversee budget for IT in the congregation</li> </ul>
<p><b>Recruit and mentor volunteers to participate in communications ministry utilizing their gifts and talents</b></p> <ul style="list-style-type: none"> <li>• Photographers</li> <li>• Designers</li> <li>• Social Media Engager</li> </ul>

**Competencies Required:**

- Strong personal faith in Jesus Christ
- Ability to work in a team setting/collaborate
- Positive relational skills with adult volunteers
- Strong attention to detail
- Ability to develop and respect personal boundaries; respect and uphold confidentiality
- Skill in writing articles, brochures and newsletters on a wide variety of subjects (Word)
- Skill in using email marketing software (i.e. Constant Contact)
- Ability to do basic work in graphic design software (i.e. InDesign and edit Adobe Illustrator files)
- Ability to learn church software (e.g. CCB, Planning Center Online)

**Working Conditions:**

- Weekday hours with some evening and weekend hours as needed
- Participate in monthly All Staff meeting