

Prince of Peace Lutheran Church and Christian School

Job Description

Job Title: Director of Marketing and Communications
Department: Church
Reports To: Senior Pastor, member of Foundation Ministry Affinity Team
FLSA Status: Exempt
Prepared By: Human Resources
Prepared Date: 7/9/2010
Approved By: Senior Pastor & Search Committee
Approved Date:

SUMMARY

To change lives, grow families, and reach the next generation for Christ by creatively and effectively communicating the mission, vision, and values of Prince of Peace Lutheran Church to our primary target group through determined vehicles; create and maintain the branding strategy for our faith community in a simple and concise manner; and create and maintain all communications processes, procedures, and policies.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Brand Management

- Develop and execute a strategic plan that achieves the congregational goals through creative and efficient marketing and communication
- Bring the Prince of Peace brand to life through appropriate tone, voice and visualization; protect Prince of Peace brand from fragmented, inconsistent tone, voice and visualization
- Support ongoing church programs, events and ministries through marketing and communication
- Oversee ministry teams in sub-brand marketing and communication
- Evaluate, update or maintain internal and external campus signage on a regular basis
- Collaborate with Prince of Peace Christian School marketing teams to develop and maintain consistent messaging

Congregation Communications

- Manage and coordinate design of and content for worship communication including congregation bulletin and day-of verbal announcements
- Oversee rotating LED screen messages and graphics
- Maintain congregational calendar
- Coordinate monthly E-Letter

Website Strategy

- Coordinate web strategy, content and maintenance alongside web team
- Increase cross promotion of traditional and social media relations on website

Employee Communications

- Work alongside senior leaders to foster transparent employee communication

Traditional Media Relations

- Develop targeted media relations strategies aimed at increasing the church and engagement with the community
- Establish and maintain relationships with key media
- Create online media room to house pitches, press releases, and other tactical communication methods

Social Media Relations

- Develop Twitter strategy aimed at increasing followers and engagement levels
- Develop Facebook fan page and an appropriate announcement campaign to increase fan base (or “likes”) and engagement
- Create and maintain church-wide blog (alternate online venue for online sermons, e-letters, congregational updates and more) aimed at increased search-engine optimization, increased engagement with church members online
- Create editorial calendar and content for monthly congregation e-letter
- Maintain and update online video library and publicize via social networks

SUPERVISORY RESPONSIBILITIES

Vendors, web team and volunteers. No direct staff reports.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must be, or willing to become, an active member of a Prince of Peace Lutheran Church.

- Strategic communication skills
- Ability to manage and balance demands of weekly and monthly projects / deadlines with long term initiatives using a consultant services approach
- Brand (and supporting sub-brand) management experience
- High level of creativity
- Exceptional verbal and written communications
- Strong presentation and public speaking skills
- Excellent interpersonal skills
- Ability to work in a team environment yet complete work autonomously
- Experience in graphic design
- Proficient with computer software, specifically InDesign, Adobe Suite CS3, Word, Excel, Power Point, Constant Contact, etc.
- Experience with website design
- Driven personality
- Able to recruit staff and volunteers for projects

EDUCATION and/or EXPERIENCE

Bachelor's degree in branding, marketing, communications, advertising, or public relations preferred. Five years of experience with creative and production aspects of print and electronic communications required.