

DIRECTOR OF COMMUNICATIONS & MARKETING POSITION DESCRIPTION

General Overview:

The Director of Communications & Marketing will be responsible for the effective communication, and consistent positioning, of the mission, vision, ministries and programs of Central Presbyterian Church, both internally and externally, to members, potential members and others in the broader community. This person will work directly with the pastors, program staff, administrative staff and assigned leadership teams to collaboratively develop all forms of communication strategies, plans, messages and materials for key constituents consistent with the vision of the church. This is a part-time position which would entail approximately 25 hours a week.

Essential Duties and Responsibilities:

- Design and implement internal and external communication and marketing strategies consistent with the theology, outlook and vision of the church to effectively communicate the message, mission, ministries and programs of Central Presbyterian Church
- Oversee the development, implementation and execution of communication and marketing strategies for the various ministries and programs
- Identify and understand the target audience for all ministries and programs and utilize appropriate mediums that are most effective for each target audience
- Develop communication and marketing objectives and identify benchmarks to measure progress in completing those objectives
- Serve as a clearinghouse for the church's internal and external forms of communication, including but not limited to the website, newsletter, visitor packets, general e-mail communiqués, church signage, flyers, bulletin boards, advertisements, postcards and other forms of written, electronic and video communications, to help maintain a consistent message
- Develop and maintain message platforms for the various ministries and programs in alignment with those for the church
- Recommend and develop marketing strategies to promote the church, its ministries and programs and oversee production of marketing materials for periodic distribution (i.e., weekly, monthly, quarterly or annual distribution as appropriate)

- Develop media relations with targeted religious and secular media; maintain a media presence for the church, its ministries and programs; serve as point of contact with media reporters; proactively develop press releases and articles for placement to promote the church, its ministries and programs; and build relationships with reporters at target publications
- Oversee design of the church website and other social networking mediums; update its content and monitor general website functionality

Qualifications/Requirements:

- Undergraduate degree required; major in marketing, communications, graphic design or related field is desired
- Excellent writing and computer skills including knowledge of website maintenance and editing
- Work experience and background in marketing, communications strategy or planning, brand management or corporate communications is desired
- Proficient in managing multiple tasks/numerous projects and setting priorities to meet deadlines; flexible in accepting additional responsibilities; adept in exercising discretion and skilled in working in a team environment
- Knowledge in various media techniques, technologies and platforms
- Experience in a religious, non-profit or charitable organization desirable, but not required
- Strong interpersonal skills with the ability to effectively present information and respond to inquiries of staff, leaders or members of the congregation
- Able to support and effectively communicate the vision, mission and values of Central Presbyterian Church
- Working knowledge of Adobe Illustrator, Photoshop and Acrobat and proficiency in HTML, Javascript and CSS are required

Organizational Structure:

- This position will report to the Senior Leadership and serve as the staff liaison to the Communications, Marketing & Technology Team
- This position will also work tangentially with various members of staff as well as other leadership teams