



**St. John's Episcopal Church
Position Description – Scope of Work**

Position Title: Communications Director

Position Reports To: Rector

Primary Focus of Position:

Working in collaboration with the Rector, parish staff, Vestry Communications Committee and parish leadership, the Communications Director will develop, coordinate and implement all communications efforts in support of the mission and ministries of St. John's Episcopal Church, striving to:

- create a consistent, integrated approach to communications
- increase the overall sense of connection among parishioners
- develop effective new means of engaging current and potential members of the parish
- deliver a consistent and engaging message to Tallahassee and the communities of the Big Bend
- coordinate with communications efforts of the Diocese of Florida

Top Five Priorities for Position:

1. In partnership with clergy, staff and communications committee, develop one-year communications plan.
2. Parish-wide communications with focus on editing, writing and distribution of weekly *Chimes*, *eChimes* and social media.
3. Stewardship Communications
4. Website updating/re-design will be ongoing project. The St. John's web design firm can handle technical aspects.
5. Roll-out of My St. John's web portal and Church Life app.

This is a 28-hour a week part-time position with seasonal variations in workload.

Attendance at weekly, Tuesday morning, staff meetings is required.

Attendance required at some parish events, as scheduled.

Essential Responsibilities of the Job:

1. Communications Plan Development

Participate in the annual development of a St. John's Communications Plan with the Rector, Communications Committee and lay leaders. The plan will drive communications direction and specific vehicles, both print and digital, to address the parish and the community. The Communications Director will continually evaluate the efficacy of the Communications Plan, and working with the Rector, adjust if necessary.

2. Stewardship Communications

- Begin preparations in May or June and work with Director of Finance and Stewardship, clergy, lay leaders and consultants throughout the summer toward the September launch.
- Beginning in September, respond to weekly deadlines for electronic and print documents to support the work of the consultants and parish leaders.

3. Parish Communications

Provide printed communications support to the parish:

- Collect and compile information, edit, layout, and produce the weekly newsletter, *The Chimes*.
- In partnership with clergy and staff, assist in editing, writing, printing, and distribution of St. John's Annual Report and St. John's Annual Ministry Guide.

Provide digital communications support to all age and ministry cohorts in the parish:

- Create and send weekly *eChimes* and other email blasts and special announcements to the parish. Coordinate and maintain a constant presence on Facebook pages and other social media identified in the Communications Plan to create parish and community interaction.
- Work with web designers to improve the design and functionality of the St. John's website.
- Routinely and consistently update the content of St. John's website in all areas assigned in order to maintain a timely and accurate view of St. John's programs and activities for the parish and the community (using knowledge of standards of compliance of all published information).
- Oversee the implementation of "My St. John's" portal on the website, coordinated with ACS Technologies *People, Connections* and *Contributions* database resources. Work with the Finance and Stewardship Director, Stewardship Committee and others to oversee the implementation of seamless online pledging, giving, event registrations, time and talent matches to ministries, etc.
- Learn the Ministry Scheduler Pro software for use during emergencies.

4. Community Communications

To ensure that worship services, programs and other parish ministries and events are widely publicized:

- Work with the Rector and church leaders to develop press releases as needed for local media outlets.
- Serve as liaison between St. John's and media outlets in the larger community to create opportunity and coordination for speakers.
- Manage the creation and placement of church advertisements in local newspapers and publications, as well as public service announcements and ads in radio and TV markets.

5. Administrative Organization of Communications Efforts

- Work with the Finance and Stewardship Director to develop and administer the annual communications budget.
- St. John's Episcopal Church will provide photos for use in all communications activities. If specific software is required beyond Microsoft Word and Excel, it will be provided by St. John's.

Minimum Requirements: Bachelor's Degree, Strong writing and editing skills.

Required background check; Tests/Examinations: Background check and other tests as required by the Diocese.

Acknowledgment for Receipt of Job Description: I have received a copy of the Job Description and have read and understand its contents.

Name (Please Print)

Signature

Date

Supervisor's Signature

Date