

**Emmanuel Lutheran Church
Director of Communications Job Description
Date Revised: February 2019**

Director of Communications

Our mission is to nurture, grow, and share our Christian faith as Lutherans in a multi-cultural world. We envision Emmanuel Lutheran Church as a welcoming, vibrant, growing, and faith-filled Christian community whose participants generously share their time, talents, and resources in a changing world.

Position Status: Part Time (up to 20 hours/week)

FLSA Status: Exempt

Reporting Relationship: The Communication Specialist reports to the Church Administrator.

Job Summary: The Director of Communications is the hub of all ELC communications, overseeing, developing and implementing communication strategies, both within the congregation and to local, national and global communities. This individual is a creative, innovative, strategic thinker and a results-driven team leader and administrator.

Essential Duties and Responsibilities:

- Lead creative and content curator and brand manager for all communications, maintaining and promoting consistent brand identity.
- Collaborates with staff, team leaders, pastors, Congregation Council, and other ministry leaders, helping to identify priorities and setting direction for communications.
- Develops and implements effective strategies to promote communication and coordination within the congregation and with local, national and global communities in order to enhance Emmanuel's ministries and purpose.
- Co-leads the Communications Team, developing and utilizing volunteers to implement communication goals. Enlists, equips and encourages qualified

volunteers such as artists, designers, photographers, videographers and writers.

- Designs and provides content and graphics for the website, social media, slides, printed material, email communications, reports, audio/visual communications, signage and all other communication avenues.
- Analyzes and selects appropriate avenues of communication depending on the situation and resources available. Tests and analyzes their effectiveness and adjusts accordingly.
- Manages Emmanuel's website information and function/design, working with contractor to keep website up to date and presenting our best and most useful front door to prospective attendees.
- Creatively builds followings on various social media outlets and monitors their effectiveness.
- Keeps abreast of communications trends and technologies in order to continually improve Emmanuel's internal and external communications with various population demographics.
- Participates in staff meetings, team meetings as appropriate and retreats.
- Maintains a "turnover" file.
- Performs additional special projects as required.

Qualifications

- Highly collaborative style; experience developing and implementing communications strategies. Ability to create a vision for Emmanuel's communications programs and to work collaboratively with the staff, team leaders, pastors, Congregation Council, ministry leaders, and members to implement that vision.
- Organized, creative thinker and highly productive, working in a fast-paced environment.
- Bachelor's Degree or certification in communications, public relations, media relations or related field preferred; or at least 3 years of experience in a position related to communications strategies, preferably in a non-profit organization.
- Talented in graphic design and proficient in graphic design software and apps, such as MS Suite, Adobe InDesign & Photoshop.
- Demonstrated excellent writing and editing skills and verbal communication skills.
- Able to evaluate the need for technology or technology upgrades and implement, including educating volunteers and staff in their use.

- Proficient in engaging social media outlets, such as Facebook, Twitter and Instagram, as well as online and print community publications (*i.e.*, Vienna Patch, Fairfax Times).
- Avid learner, interest in proactively continuing education and learning opportunities to stay abreast of the latest communications and public relations technology trends.
- Organized and able to manage multiple projects.
- Proven ability to take projects from beginning to end.
- Ability to set and meet deadlines.
- Clear criminal background check.
- Resident of Northern Virginia desirable.

Core Competencies

Applicable to this position

- *Creativity and Innovation:* Generates new ideas; re-examines existing ideas and approaches to create fresh and innovative approaches; learns from mistakes; exercises good judgment about which creative ideas and suggestions will be successful.
- *Interpersonal Skills:* Establishes and maintains good working relationships; works well with people at all levels of the congregation; builds appropriate rapport; considers the impact of actions on others; uses diplomacy and tact; avoids communication triangles.
- *Listening:* Engages in thoughtful and attentive listening; listens beneath the surface for real intent that may contradict the spoken message; overcomes personal bias to genuinely hear the ideas and concerns of others; can describe the perspective of another, even when disagrees.
- *Influencing Others:* Encourages others to cooperate, participate, provide resources or make decisions, in service to the work at hand; uses verbal and nonverbal skills to communicate respect for others, and to generate energy passion and commitment to an idea; creates an environment that others want to work in.
- *Technical Expertise:* Acquires and demonstrates the technical skills required to proficiently execute the essential functions of the job; understands the skills that are lacking and seeks to develop them; continually works toward mastery of technical proficiency.

- *Initiative:* Is a self-starter, action-oriented, and energetic about worthwhile activities; not fearful of taking appropriate risks; seizes opportunities; sets demanding but achievable objectives for self and others.
- *Time Management:* Uses time effectively and efficiently; works independently without supervision; values time and respects the time of others; concentrates efforts on the most important priorities; can appropriately balance priorities; demonstrates strong organizational skills.
- *Written Communication:* Writes clearly and succinctly; employs correct grammar, punctuation and patterns of speech; clearly delivers message in an appropriate tone.
- *Verbal Communication:* Capable of delivering messages clearly, articulately, with appropriate emotion in a variety of settings; demonstrates appropriate communication styles.
- *Project Management:* identifies the key objectives and scope of a proposed project; garners needed resources and project support; plans effectively to achieve objectives; keeps team members informed on progress; identifies and resolves challenges to achieving objectives.
- *People/Volunteer Management:* Provides effective direction and information so that people can perform jobs well; gains commitment, facilitates change and achieves results through the efficient, creative and responsible deployment of volunteers; engages people in their area of giftedness and passion.

Applicable to All Emmanuel Employees

- *Honors Church Mission:* Honors Emmanuel's mission to proclaim the Gospel and create disciples. *Ethics and Values:* Honors the core values and beliefs of Emmanuel in his/her choice of behaviors; consistently embodies appropriate behavioral choices in both stressful and nonstressful situations; practices the behaviors he/she advocates to others.
- *Integrity and Trust:* Keeps confidences and is trustworthy; practices direct, honest and transparent communications; admits mistakes; responds to situations with constancy and reliability; consistently embodies appropriate behavioral choices in stressful and nonstressful situations.
- *Mission Ownership:* Demonstrates understanding and full support of the mission, vision, values and beliefs of the congregation; can demonstrate those values to others; consistently behaves in a manner congruent with the mission, vision, values and beliefs.
- *Understands Church Policies:* Understands and complies with Emmanuel's policies and practices and communicates them to others.