

Position Description

- TITLE:** Communications Specialist
- PURPOSE:** Produce exceptional media campaigns (web, print, electronic, social media, etc.) and worship materials that reflect the mission and values of Oreland Evangelical Presbyterian Church and creatively engage the congregation and community at large.
- ACCOUNTABILITY:** Reports to the Church Administrator
- RESPONSIBILITIES:**

Strategy

- Develop and implement a communications and marketing plan to increase the effectiveness of communication to the congregation and local community through collaboration with the pastoral staff, administrative staff and ministry leadership.
- Create promotional materials related to church-wide and ministry-specific activities with a high standard of creativity, excellence, and effectiveness.
- Develop standards, templates, and messaging frameworks to maintain consistency in communications from all areas of ministry.
- Research church communication trends and evaluate current processes.

Worship

- Meet with worship leaders weekly. Gather content, compose, edit and produce weekly worship service bulletins and prayer booklets. Duplicate and setup materials for Sunday. Disseminate materials to worship leaders.
- Prepare worship PowerPoint slides, including announcements, music, videos and media. Upload slides to Proclaim worship software. Do a run through of the slides before Sunday services.
- Prepare bulletins for weddings, funerals and special services bulletins.

Communications / Publicity

- Develop and coordinate OEPC's publicity, message and branding for the church and its ministry.
- Prepare press releases and submit to print, websites, online, cable and radio platforms.
- Update church signage and weekly calendars throughout the building.
- Responsible for posting information to Electronic Sign.

Graphic Design

- Design publications, invitations, flyers, songbooks, nametags, and other print pieces for OEPC ministries and events, including music concerts, women's retreats and events, Welcome Packets, Living Nativity, workshops, mission events, etc.
- Design Stewardship and Finance forms and mailings.

Newsletters / E-news

- Prepare and send the weekly OEPC e-news through Campaign Monitor on Thursdays.
- OEPC News-in-Brief newsletter editor. Prepare, edit, print and distribute monthly newsletter.
- Send out special e-news announcements through Campaign Monitor.

Webmaster Editor

- Responsible for designing and administrating the Church's and Preschool's websites.
- Responsible for updating the websites and keeping all information current each week.
- Oversee the hosting of the websites.
- Encourage and enable websites use by the staff, officers, and members.
- Responsible for burning CDs and posting sermons to the website for the CD Ministry.

Social Media

- Oversee all of OEPC's Social Media communications and policies.
- Create compelling messages for Facebook.
- Explore and implement other Social Media Platforms.

Welcoming Visitors and Members

- Welcome and serve members, preschool parents, child care specialists, vendors and the general public by answering telephones, greeting people, fielding questions, offering assistance and delivering packages.
- Provide a gracious and compassionate ministry as one who first encounters visitors to the church.
- Exhibit and foster Christian hospitality in the church office.

General

- Attend staff meetings.
- Demonstrated commitment to the Christian Faith.
- Able to affirm and support Oreland Evangelical Presbyterian Church's "Statement of Faith and Statement of Mission."
- Perform other duties as assigned.

RELATIONSHIPS: Work closely with the Church Administrator, Office Administrative Assistant, church staff, church officers and church members.

EVALUATION: Performance reviews will be conducted annually by the Pastor and Church Administrator. Compensation will be determined in accordance with current compensation guidelines.

SPECIFICATIONS:

- Non-exempt position. 35 – 40 hour work week. Monday – Friday.
- Bachelor Degree or minimum of 2 years of relevant experience in communications/marketing.
- Strong Microsoft Office Skills: Word, Excel, PowerPoint, Publisher, Adobe Photoshop & Illustrator.
- Experience with Website administration, technology and maintenance.
- Experience with Graphic Design.
- Familiar with CloverSites website, Proclaim worship software, Campaign Monitor and Church Windows database is a plus.

Applicants please submit your resume to personnel@orelandpres.org for consideration.

Approved 1-21-20