

FIRST PRESBYTERIAN CHURCH, PORT HURON (June, 2023)
MARKETING/SOCIAL MEDIA SPECIALIST
(10 hours/week; \$8,840 annual salary--negotiable)

We are looking for a person who has the technical skills in the area of marketing and social media, and with a creative edge to think outside the box so that ministry to the congregation and outreach to the community accomplishes the goal of building up the faith of church members and helping potential members, find faith in Jesus Christ; thus, building up the Body of Christ for the glory of God.

Primary Duties and Responsibilities:

The below description is not intended to be all encompassing or to give the impression that there will not be other job functions, as the position develops. This staff person is supervised by the pastor, with the support of the Personnel Committee and with input from the Membership/Outreach Committee and Worship/Music Committee.

The person in this position will:

- Market the church's activities and worship services as a top priority of the job. Gather a team of church volunteers to explore and execute marketing activities so that the church and ministries become well known in the community.
- Lead, maintain and update the website on a regular basis, with the help of your chosen Website Team, and the Website Host. Be discerning of the image being created on the website for those looking for a church home. Directly communicate with the Website Host frequently, so that the website is up-to-date on a weekly basis.
- Edit weekly worship services and other events so that they are easily accessible and useful for those seeing them on social media platforms such as, but not exclusively, YouTube, Flocknotes (congregational tool), website, Facebook, Instagram, and others.
- Oversee and assist, if necessary, those volunteers who record and livestream the worship service on Sunday mornings. Train at least four people who will serve on the media team, by recording and live streaming the worship. Train them in the art of quality recording with the ability to also present recorded hymns, if the organist cannot be there or the pastor needs a recorded song, that is within the purview of the CCLI guidelines. Make sure that all is ready for the volunteer team for the recording/livestreaming of each worship service. When a funeral/wedding occurs, be available or ascertain that the volunteer

team is available for recording or livestreaming the service, if that is the desire of the family/couple.

- Update, on a weekly basis, all communication to the congregation and wider community on all social media sites being used by the church. Utilize volunteers if it is appropriate.
- Weekly, create and update graphics for Gathering Room monitor before Sunday mornings activities and worship.
- Weekly, by Wednesday, create visually appealing announcements of upcoming events to be sent to congregational members and friends through Flocknotes.
- Explore and create, with consultation with the Membership and Outreach Committee, how to market and communicate effectively, for the purpose of encouraging church members to grow in faith and reaching out into the community with the Gospel, so that others come to faith in Jesus Christ. The committee has already explored a wide range of marketing strategies.
- Be open to other duties that may be assigned as appropriate for the job.

Desired Talents and Qualities in a Media/Marketing Technician:

- A strong Christian faith and commitment to the church and its purpose of reaching people with the gospel of Jesus Christ.
- An ability to be supportive of staff and volunteers in a team approach.
- Organizational and communication skills; ability to do the hands-on work but also to be able to delegate tasks.
- Teachable attitude, positive outlook, joyful spirit with an active prayer life and desire to serve others.
- Ability to create and enact an effective marketing and communication strategy.
- Possess creative skills in and knowledge of communication tools so that innovation happens.
- A combination of education and experience desired.
- Willingness to participate in drug and background check prior to hire.
- Willingness to review the employment guidelines and policies prior to hire.

June, 2023