

**Director of Communications  
Bishop's Office  
Florida-Bahamas Lutheran Church, ELCA**

**Summary of the Position:**

This position oversees Synod wide (Florida and Bahamas) communications including, website, printed materials, writing for the Bishop, direct mail, email, social media, SMS, apps, and other platforms as acquired. This person would manage the web, copy, & social media team and develop an overall communications strategy.

**What would a strong candidate look like?**

- **Faith in Christ:** As the prime communicator for the Office of the Bishop, a faith in Christ is required. Whereas membership in a Lutheran church is not necessary, involvement in a local Christian church is expected.
- **Builder + Leader:** Energized by an opportunity to shape and build a thriving communications ministry.
- **Team Player:** Thrives in a collaborative environment.
- **Organized:** Gifted at providing systems, structure and administration to help power the communications ministry in a healthy and sustainable way.
- **Education/Experience:** Bachelor's degree from accredited four-year college or university and five or more years of related experience and/or training, or equivalent combination of education and experience.
- **Language Ability:** Proficiency in English, written and spoken, required. Knowledge of Spanish a plus.
- **Software Knowledge:** Proficiency in Office, Adobe Suite (InDesign, Photoshop, Illustrator), Constant Contact, Facebook, and Twitter required. Other platforms a plus.
- **Reasoning Ability:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram/chart or schedule form.

**Looking for someone who will:**

- Enjoy working in a fast-paced, dynamic environment.
- Value collaboration but can work independently.
- Serve as the church's brand manager, responsible for safeguarding the church's brand and overall brand perception in all marketing and communication efforts.
- Develop and execute the church's marketing and communications plan
- Serve as part of the church's leadership team, helping inform decisions with an understanding of marketing and communications needs.
- Assist with other duties as assigned.

- Has strong project management experience.
- Has phenomenal written and verbal communication skills.
- Intentionally interface with media (push out stories, respond to media requests, etc).
- Initiate disaster/crisis communications and involvement in crisis/disaster response team/s.
- Be a resource for Synod ministries to either directly assist or be able to refer to qualified resources.
- Be a resource to congregations around their use of technology/communication tools.

### **About the Florida-Bahamas Synod**

The Florida-Bahamas Synod ([www.fbsynod.com](http://www.fbsynod.com)) is one of 65 synods of the Evangelical Lutheran Church in America (ELCA). Our mission is to boldly proclaim Christ, passionately make disciples and faithfully do justice. The central office of the synod is in Tampa, Florida and serves 180 congregations from the Panhandle to the Keys and one congregation in the Bahamas. The synod also shares ministry with the Lutheran Church in Haiti, the Lutheran Church in Cuba, the Lutheran Church in Guyana, the Lutheran Church in Suriname and Theological Seminary in Jamaica.