

Good Shepherd Lutheran Church

Our Mission

Growing a Christ-Centered Community through Life-Changing Service

Our Values

*+ Embracing All God's Children + Connecting with God and Others + Developing Life-Long Disciples
+ Serving with Compassion*

<u>Position Title</u>	Communications Director
<u>Position Type</u>	Part Time (20-25 hours per week)
<u>Supervisor</u>	Senior Pastor

Position Description

The Communications Director is called to creatively share the story of God's work at Good Shepherd with our congregation, our local community, and beyond. The Communications Director should be aware of the communication and information management needs of the entire staff and church community. The Director will be responsible for using effective communication and information management strategies to publicize ministries, programs and events of the congregation. Additionally, the Director will use state-of-the-art information technology practices/systems to provide an electronic forum for communicating information to the congregation at large. To be effective, the Director must be sensitive to the needs of our church community while focusing on our mission of growing a Christ-centered community through life-changing service. We affirm the full participation of LGBTQIA+ people as essential members of this Christ-centered community.

Essential Functions

1. Develop and manage a "GSLC Communications" annual calendar and plan
2. Ensure alignment of GSLC mission and all forms of communication
3. Maintain and update the GSLC website, ensuring the website is populated with current and appropriate materials and information including weekly sermons
4. Leverage social media outlets to tell the GSLC story to both internal and external audiences
5. Post on social media sites, monitor sites and direct topics/inquires to appropriate persons on staff
6. Support preparation and distribution of videos related to GSLC worship and congregational life
7. Work closely with the church leadership, staff and ministry teams to ensure communications are current, congruent and concise
8. Write, edit and produce written text as needed for the website, church publications and social media
9. Help maintain Wittenberg Information Center (church bulletin boards)
10. Ensure video board is updated each week with dynamic presentations of current ministry activities and news
11. Develop ministry-, event- and church- graphic elements
12. Collaborate with pastors, staff and ministry teams to compile and publish an

- engaging annual report for the congregation
- 13. Proofread and provide feedback for pastoral and ministry communications
- 14. Lead maintenance and updating of logo and branding package as needed
- 15. Oversee and reinforce logo and branding strategy and guidelines
- 16. Aid in developing, coordinating, and managing a consistent organizational image across all communication forms and media
- 17. Work with the staff in an annual process of compiling service and volunteer information
- 18. Provide backup support for critical administrative functions during periods of Office Manager vacation or absence from work
- 19. Attend and actively participate in weekly staff meetings
- 20. Perform other duties as assigned within the scope of the position

Core Competencies

- 1. Commitment to the mission of GSLC
- 2. Ability to work as a team player and build effective working relationships with staff and congregational members
- 3. Effectiveness in discerning audiences and their needs and means of communication
- 4. Strength in time management and organization
- 5. Demonstrated knowledge of desktop publishing techniques
- 6. Experience using web-based tools to implement communications strategies
- 7. Proficiency in all areas of oral and written communication, including editing and proofreading
- 8. Familiarity with social media sites, their audiences and best uses for GSLC

Education

College Degree or equivalent experience required