

SALEM PRESBYTERY
PART-TIME COMMUNICATIONS DIRECTOR

Overview: Working directly with the staff of Salem Presbytery, the Communications Director has the ultimate responsibility to manage and direct all internal and external communications for Salem Presbytery to ensure effective engagement with members, congregations and parishes. Job expectations are to work well with deadlines, have excellent organizational skills, be efficiently productive, and thrive in a collaborative and dynamic team environment to deploy creative communication strategies.

Reports to: Transitional General Presbyter

Purpose: To effectively convey the mission of Salem Presbytery as it relates to branding, public relations, advertising, social media, and digital content and to increase opportunities for active engagement. The Communications Director will have a passion for all aspects of creative communication and will work to achieve a more connectional presbytery.

Priorities: The Communications Director will establish a strong network of members across Salem Presbytery who are highly interested and engaged in the connectional work of the church at large

Responsibilities:

- Work with the Transitional General Presbyter to develop and maintain the overall communications strategy for the Presbytery, managing all communication streams – website, social media, email, and print.
- Work with the Transitional General Presbyter to assist congregations in taking advantage of technologies for enhanced communication and ministry.
- Contribute to building, maintaining, and developing volunteer writing, photography and other media content.
- Communicate as the voice of Salem Presbytery for digital/social platforms and respond when needed professionally and in a timely manner.
- Have a keen eye for detail, copywriting, editorial and visual design.
- Ability to listen, discern, facilitate discussions to “see the big picture.”
- Ensure all communications convey the Salem Presbytery mission and vision.
- Actively seek content and information from local congregations as a source of posts, blogs, video narratives, etc.

Specific Tasks:

- Support the creation of Presbytery meeting documents.
- Send weekly e-newsletter and communication (Salem Matters).
- Produce multimedia content for use by Presbytery (short videos, podcast, photographs, flyers and advertisements).
- Coordinate the use of virtual conference system (Zoom or other).
- Maintain calendars for Presbytery in various formats.
- Maintain and update the Presbytery website to ensure relevance.

Qualifications:

- Strong proficiency in Adobe CC (InDesign, Photoshop & Illustrator); Microsoft Office programs, Salem Presbytery software, major social media platforms (FB & Instagram); knowledge of website design and development; and utilization of video for marketing purposes.
- Real world effectiveness in communication strategy, social media, and marketing.
- Highly organized, with detail and time management skills.
- Demonstrated graphic design skills.
- Appreciable communication and interpersonal relationship skills.

Education:

- A bachelor's degree and three of more years of communications or marketing/ad agency experience is required.
- Working in a church ministry is a plus.

To Apply: Interested applicants should send a letter of interest, Resume, and sample work product to Rev. Dr. Barbara Smith, Transitional General Presbyter, at bsmith@salempresbytery.org.