



## Job Description

Prince of Peace is a congregation of the Evangelical Lutheran Church in America  
*UP with God. IN through Community. OUT for the World.*

<b>Position Title</b>	Communications Director
<b>Classification</b>	Full-Time
<b>Team</b>	Communications
<b>POP Values</b>	<p><b>Faith:</b> We value growing in our relationship with God</p> <p><b>Christ Centered Community:</b> We value relationships in which we grow together to celebrate one another's joys and bear one another's burdens</p> <p><b>Service:</b> We value providing for the needs of others in Jesus' name</p>
<b>Core Purpose</b>	The Communications Director is responsible for providing leadership, oversight, and execution of multimedia communications for all mission and ministry at Prince of Peace that inspire, inform, and engage our audiences, both internally and externally.
<b>Essential Functions</b>	<p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>Create and oversee the communication strategy for all ministries, connecting with both internal and external audiences, effectively telling the story of God's work in and through Prince of Peace.</li> </ul> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>Oversee all efforts related to the creation and development of Prince of Peace and CDLC websites, coordinating with the Web and Graphics Designer and working with third party developers as needed.</li> </ul> <p><b>Promotions</b></p> <ul style="list-style-type: none"> <li>Write and/or edit all promotional materials.</li> <li>Develop systems to organize, prioritize and communicate promotional items related to all Prince of Peace ministries, working collaboratively and proactively with all ministry leaders.</li> <li>Proactively solicit and tell stories of what God is up to in and through the ministries at Prince of Peace.</li> <li>Create communication strategies to market, inform, and promote teaching series, big events and other campaigns assigned.</li> <li>Create and send email campaigns and maintain email subscriber lists.</li> <li>Oversee all written materials related to promotions</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>Write and/or edit all social media posts.</li> </ul>

	<ul style="list-style-type: none"> <li>• Manage ongoing social media messaging and communication strategies, creating and scheduling posts, uploading content as needed.</li> <li>• Creatively build followings on various social media outlets including but not limited to Facebook, Twitter, and Instagram</li> <li>• Engage and reach out to the surrounding community using digital marketing platforms such as Google, Facebook, etc.</li> </ul> <p><b>Leadership and Supervision</b></p> <ul style="list-style-type: none"> <li>• Supervise the Web and Graphic Designer.</li> <li>• Lead Communications Team meetings to collaborate, plan and implement upcoming content and collateral.</li> <li>• Supervise Copy Center Coordinator to ensure efficient and effective workflow.</li> <li>• Coordinate with vendors and manage outsourced jobs; oversee production and delivery of finished product.</li> <li>• Draft and oversee recommendations to the annual communications budget.</li> <li>• Develop volunteer teams as deemed necessary to accomplish communication goals.</li> <li>• Enlist, equip, and encourage qualified volunteers such as artists, designers, photographers, and writers.</li> <li>• Other duties as assigned.</li> </ul>
<b>Competencies Required</b>	<ul style="list-style-type: none"> <li>• Excellent written, verbal, and visual communications skills.</li> <li>• Demonstrated ability to work creatively and effectively to manage multiple projects and shift priorities to meet changing deadlines.</li> <li>• Expert proficiency in Microsoft Office.</li> <li>• Previous experience in Adobe Creative Cloud (PC &amp; Mac) preferred.</li> <li>• Previous experience with Wordpress, minor HTML coding, MailChimp (or other email marketing software) and social media platforms.</li> <li>• Demonstrated ability to tell a story through print and digital media.</li> <li>• Detailed editor of written content.</li> <li>• Ability to collaborate creatively and conceptually.</li> <li>• Strategic thinker using market research and creative problem solver.</li> </ul>
<b>Physical Demands</b>	<ul style="list-style-type: none"> <li>• Ability to sit at a computer for several hours at a time.</li> </ul>
<b>Work Environment</b>	<ul style="list-style-type: none"> <li>• This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, and photocopiers.</li> </ul>
<b>Travel</b>	<ul style="list-style-type: none"> <li>• No travel is expected for this position.</li> </ul>
<b>Education and Experience Preferred</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in related field such as communications or marketing.</li> <li>• 5 years' experience in communications with increasing responsibilities including organizational communications, especially marketing, website management, and social media.</li> </ul>
<b>Additional Eligibility Requirements</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

<b>Supervisory Responsibility</b>	<ul style="list-style-type: none"> <li>• Web and Graphic Designer</li> <li>• Copy Center Coordinator</li> <li>• Volunteers and Interns</li> </ul>
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Disclaimer: *This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.*