POSITION FOCUS SHEET

Position Title: Communications Director (Part-time/30 Hours)
Location: On-site, 1810 Valley Avenue, New Brighton, PA

Principal Function: Direct and oversee the communications and public relations of Life Family Church, ensuring the alignment with the overall vision and mission. The Communications Director is responsible for managing communication efforts to maintain a standard of excellence in branding and marketing, while making sure communication to Church family and community is clear and effective.

Qualifications:

Educational Background & Experience:

- Degree in Communications, Journalism, Public Relations, or related field OR 2-3 years of experience working in communications.
- Experience with leading & developing teams in communication and media towards excellence.

Communication & Organizational Skills:

- Excellent verbal and written communication skills.
- Proficient in relevant software and social media strategies & platforms.
- Exceptional time management and organizational skills.

Professional Abilities:

- Ability to work within and manage a budget for projects.
- Ability to collaborate with and train other staff and/or volunteers.
- Eye for detail in grammar, loose ends, and potential road blocks.
- Ability and eye for seeing the "Big Picture" and being able to strategize according to the vision at hand.
- Copywriting
- Researcher and active learner

Interpersonal Attributes:

- Ability to maintain confidentiality.
- Emotionally stable and able to handle stressful situations with grace.
- Self-motivated, joyful, and enthusiastic.
- Function as a team player and possess a servant's attitude.

Spiritual Commitment:

- Active church membership according to the Constitution and By-Laws.
- A born again, spirit-filled believer with a strong personal relationship with Jesus Christ.

Specific Responsibilities:

Strategic Communication:

- Develop, implement, and oversee a comprehensive communications strategy, both internally and externally.
- Coordinate communications projects in line with the overall vision and schedule of Life Family Church.
- Oversee the Promo forms via our website, evaluating and making improvements in processes as needed.
- Advise and assist all departments with creative planning for events, series, and ideas within their departments in regards to promotion, marketing, day of communication, and follow up.
- Ensure that all communications align with the church's vision, mission, marketing, and branding standards, keeping the communication guide and brand at the forefront of everything created and shared.
- Be a creative/strategic voice of expertise in church planning, events, promotion, and marketing.

Public Relations:

- Develop and manage the public relations efforts of Life Family Church.
- Serve as the main liaison between the community and Life Family Church via our media/marketing platforms including posting and responding to messages and comments on church's social media profiles.
- Work closely with the Senior Pastor, *Exec. Admin*, and HR for any/all press releases to church family and or community.
- Maintain relationships with media contacts and monitor the effectiveness of PR strategies.
- Collaborate with the Senior Pastor and *Exec. Admin* to ensure the vision of the church is communicated effectively.

Digital, Verbal, & Print Communication:

- *Oversee and coordinate* Life Family Church's website, social media, texts, and emails.
- Act as lead Copywriter and oversee, collaborate, or edit the work of others in newsletters, letterhead mailings, thank you's, or follow ups.
- Manage and coordinate info pages/printed materials, Platform announcements, screens and signage to ensure that all information is accurate and aligns with the church's values and goal.
- Collaborate with the *Media Support & Design Director* to align communications materials with visual assets and branding.
- Manage and execute all Social Media avenues and Posting Plan, evaluating its effectiveness, and recommending / making improvements. *Manage engagement of public with LFC's Social Media.*
- Oversee email communications
- Oversee Text communications : Template, Tone, Scheduling, Process.

Visual Content Direction:

- Provide direction on video creation, including video announcements and Sunday series promotion.
- Collaborate with the Live Production Director and *Media Support & Design Director* on visual content, making sure there is synergy between departments.

Team Development & Collaboration:

- Implement processes / systems and templates for departments to use for communication purposes
- Train department leaders and volunteers in communication strategies and techniques.

- Establish a project management system to track progress of all communication projects.
- Prepare and distribute agendas prior to Communications and Media Meetings.
- Communicate deadlines and monitor the progress of communication projects.
- Be a part of the Life Family Church Staff, attending staff meetings & staff prayer meetings.
- Keep a strong eye on the ***Sunday List*** and manage the *People time* aspect for Sundays making note and establishing what is communicated each Sunday from the platform/screens/lobby.
- Be an active participant in bi-annual table meetings to keep scheduling in order.

Commitment to Church Values:
Embrace and support the leadership, doctrine, code of conduct, and vision of Life Family Church. Lead & direct with confidence and grace, demonstrating a teachable nature and sensitivity to spiritual leadership.

Note: At Life Family Church, we value working through people to accomplish goals, as well as personally contributing at a level that requires God's help. By maintaining these priorities, we will put ourselves in a position where we can continue to strive for excellence and value reaching lost people.