



POSITION OVERVIEW

The Director of Communications will create, organize, plan, and implement effective communications and strategies for/with church and community audiences. The individual will support church and ministry leaders in conveying vision and information in a timely and effective manner.

Status: Full-Time, Exempt

Reports to: Senior Pastor

Supervises: Digital Media Specialist, IT Support Vendor

Location: Primarily on-site, with some hybrid work hours available

RESPONSIBILITIES

Team Development/Strategy

- Work closely with Senior Pastor and Communications Council to develop comprehensive communications strategy for Trinity Presbyterian Church and all its ministry areas.
- Collaborate with church and ministry leaders to define, develop, and effectively communicate messages to church and external audiences.
- Work with church and ministry leaders to develop communications processes, define priorities, and create messages for use in various media for various audiences.
- Provide annual media training sessions to administrative staff (e.g., email platforms, website, CMS, etc.) to enhance skills needed to do their work.
- Be responsive to member/ministry needs, including providing advice to groups/committees/ministries on the use of communications and planning for communications.
- Recruit, train, and supervise communications volunteers.
- Supervise the work of the Digital Media Specialist and ensure that broadcast, livestream, and video content are utilized effectively as part of communications strategy.

Design & Brand Management

- Oversee the use and integrity of the church's brand.
- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness.
- Monitor the look, vibe, and feel of all promotional materials representing TPC.
- Collaborate on proofing and quality assurance, adhere to brand standards.
- Edit marketing materials and newsletters to ensure that brand standards, grammar, and style guidelines are maintained.
- Police the use of logos and images that represent TPC.

Print Media

- Direct and manage the creation, production, and distribution of print materials (including, but not

limited to, brochures, postcards, worship bulletins, catalogs, posters, seasonal guides, annual report, and quarterly newsletter).

- Edit published materials to ensure that they conform to a high standard of grammar and presentation.
- Develop and/or oversee the preparation and distribution of news releases to secular, denominational, and interfaith media.

Digital Communication & Social Media

- Manage effective social media messaging and communication strategies for social media channels.
- Oversee the creation, maintenance, and updates of the church website.
- Create and distribute a weekly congregational e-newsletter and other email communications.
- Oversee use of and content for digital monitors across TPC campus.
- Supervise Digital Media Specialist.
- Drive creation of original video content and podcasts; oversee effective use of video, worship recordings, and other digital media.

Administration

- Develop and effectively administer Communications budget.
- Engage and supervise IT vendor/support.
- Oversee church-wide communications accounts, including such platforms as Adobe, Constant Contact, and Zoom; ensure that contracts are maintained and that staff use is effective and efficient.
- Oversee equipment needs at TPC, including annual equipment inventory and planning for equipment needs.
- Oversee use of communications licenses; maintain currency and compliance.
- Develop, communicate, and enforce policies pertinent to church communications.
- Negotiate and coordinate print projects with outside vendors.
- Maintain and order supplies for color copier and large-format printer.
- Attend weekly staff meeting and other meetings as assigned.
- Other duties as assigned.

QUALIFICATIONS AND REQUIRED SKILLS

- Excellent written and oral communication skills.
- Bachelor's degree plus five years experience, including demonstrated experience in communications strategy, content creation, website management, graphic design, and media relations.
- Proficiency in Adobe Creative Suite, specifically InDesign, Illustrator, and Photoshop, Microsoft Word, Excel, Publisher, and Powerpoint. Experience with database management a plus.
- Creativity, vision, organization and ability to manage multiple projects. Readiness to learn, initiative in seeking best practices in communications.
- Positivity, personal desire for excellence in work, discipline and diligence in completing required tasks, and commitment to work as part of a ministry team.
- Some flexibility in work hours.
- Familiarity with the PC(USA) a plus.
- As with all positions at Trinity, the individual in this position must meet the requirements of and comply with Trinity's Child Protection Policy.