

Job Description: Communications Director

St. Francis Episcopal Church Potomac, MD

Reports to:	Rector
Directly Supervises	Content Management Team, Video Technician, Parish Life Coordinator (in communications-related work)
Status:	Part Time 15 hours/week (salaried)
FLSA:	Non-Exempt

Job Summary

The Communications Director will coordinate and produce clear and effective communications in various media about activities and goals of St. Francis Church for those within the parish community and outside it.

Essential Functions:

- Develop and execute a strategy for effective communication of St. Francis' goals and vision across a variety of media, prioritizing clarity and accessibility.
- Produce *Sounds (periodic newsletter)*, a weekly news email, and other publications as appropriate.
- Oversee the parish website and social media presence, coordinating the work of the content management team.
- Oversee live streaming, coordinating the work of the video technician.
- Coordinate and produce physical signage, including management of the electronic site sign.
- Produce pamphlets and brochures, especially for orienting newcomers and in support of major new initiatives.
- Coordinate photography/videography and provide technical support for parish events
- Coordinate occasional activities that share information about St. Francis with the wider community.
- Assist the parish administrator in managing the Realm database
- Provide occasional instruction and orientation about the use of parish communications channels.
- Ability to work weekends and evenings as needed for church services and activities.

Other Responsibilities

- Participate in staff meetings.

- Network in the community, with other churches and diocesan staff to learn more about community needs and developments in the field, and build potential partnerships.

Minimum Qualifications:

- Bachelor's Degree
- Demonstrated skills in written and oral communication.
- Demonstrated ability in the use of the Google suite, the Adobe suite, WordPress, Facebook, YouTube (video production), graphic design program (PosterMyWall.com, Canva, etc.), Microsoft Teams
- Demonstrated ability in web-based design and livestream technology

Physical Requirements:

- Able to move freely in and out of different activities
- Able to speak in a public forum.

Core Competencies:

- **Attention to Detail:** Consistently attends to the many small pieces which must be assembled into an organized whole; follows up on missing or out of balance items; resolves unanswered questions needed to address a problem; keeps the larger picture in mind while tending to the smallest of details.
- **Influencing Others:** Encourages others to cooperate, participate, provide resources or make decisions; in service to the work at hand; uses verbal and non-verbal skills to communicate respect for others, and to generate energy, passion and commitment to an idea; creates an environment that others want to participate in.
- **Technical Expertise:** Acquires and demonstrates the technical skills required to proficiently execute the essential functions of the job; understands which skills are lacking and seeks to develop those skills; continually works towards the mastery of technical proficiency.
- **Written Communication:** Is able to write clearly and succinctly; employs correct grammar, punctuation and patterns of speech; clearly delivers messages in a tone appropriate to the context.
- **Process Management:** Good at figuring out the processes necessary to get things done; knows how to organize people and activities; understands how to separate and combine tasks into efficient work flow; knows what to measure and how to measure it; can see opportunities for synergy and integration; can simplify complex processes and create policy for repetitive processes,
- **Creativity and Innovation:** Generates new ideas; makes new connections among existing ideas to create fresh approaches; takes acceptable risks in pursuit of innovation; learns from mistakes; has good judgment about which creative ideas and suggestions will work.