

First Presbyterian Church of Lake Forest, IL
700 N Sheridan Road
Lake Forest, IL 60045
847-234-6250
www.firstchurchlf.org

JOB DESCRIPTION

TITLE: Director of Communications

POSITION SUMMARY:

This full time position oversees communication of the mission and ministry of First Presbyterian Church. It is responsible for strategically shaping internal and external communication to promote ministries, encourage participation, highlight mission, and reinforce core identity. Responsibilities include coordinating messages with staff and committees; writing, design, and production of print materials; continuous improvement of the website; and expansion into wider media.

JOB ACCOUNTABILITIES AND RESPONSIBILITIES:

- Develop and implement internal and external marketing strategy.
- Promote ministries, encourage participation, highlight mission, and reinforce core identity.
- Develop and manage all aspects of internal and external communications, including bulletins, newsletters, annual report, posters, flyers, signage and other pieces as needed. Responsible for staying current with changes in the technology industry that would impact the church communications.
- Ensure website is up-to-date. Maintain a system for timely posting and withdrawal of website information by designated people.
- Maintain schedule and posting of social media content; track response rate.
- Produce promotional materials and other supporting documents for all ministries of the church.
- Writing, editing, designing and production of promotional materials.
- Produce weekly worship service bulletins and other bulletins as needed.
- Produce and place external marketing messages for the church, including advertisements, in various media outlets including newspapers—digital and print—radio, partner websites and others as appropriate.
- Provide support for weekly upload and podcast of sermons; work toward producing video of worship and other events.
- Attend weekly staff meetings and other meetings as needed.
- Train staff as necessary to ensure consistency and back-up capabilities including specifying access to the appropriate software.
- Ensure copyright and legal clearance of all publications and materials.

EDUCATION AND EXPERIENCE CAPABILITIES:

- Some college or college degree preferred, with focus on computer applications, and experience with implementing and updating websites
- Minimum of 3 years of experience in writing and editing with desktop publishing
- Strong computer skills required with proficiency in Microsoft Office(Word, Excel, Powerpoint), Adobe Creative Suite 6 or Creative Cloud (InDesign, Photoshop) and WordPress
- Experience with social media platforms required including Hootsuite, Facebook, LinkedIn, Twitter
- Ability to use good judgment and make independent decisions
- Takes initiative and makes suggestions
- Ability to function well with little supervision
- Knowledge of church life preferred

PERSONAL CHARACTERISTICS

- Ability to work steadily, vigorously and calmly
- Eager and collaborative team player
- Effective and sensitive in dealing with staff and congregation
- Well organized, punctual and plans ahead
- Clear and persuasive in oral and written communication

Position works collaboratively with the Pastor Head of Staff and other members of staff on overall style and content. Compensation is competitive based on experience.