

**POSITION DESCRIPTION
SECOND PRESBYTERIAN CHURCH
LITTLE ROCK, AR**

I. TITLE: DIRECTOR OF COMMUNICATIONS

II. PURPOSE AND POSITION SUMMARY:

The Director of Communications is responsible for developing and implementing the overall plan of external and internal communications for Second Presbyterian Church. They shall serve as the point of contact for Communications. They shall develop and maintain effective messaging and communications strategies and processes of the church, supporting all worship, education, care, outreach, fellowship, stewardship, and community activities. They shall provide counsel, direction, design, and support across all communication channels, including print, website, social media, graphic design, video production, and community relations.

III. ACCOUNTABILITY: Accountable to the Pastor as Head of Staff and to the Session.

IV. RESPONSIBILITIES/ESSENTIAL FUNCTIONS

Communication Leadership

- **Messaging:** Work with church leadership, the congregation and staff to effectively tell the story of the church.
- **Branding:** Create and maintain branding and imaging that accurately represents all areas of the church.
- **Website:** Manage and maintain the content on the church website, providing pertinent information to potential visitors and church members.
- **Print Production:** Provide print publication direction that is both informative and engaging. This includes directing and reviewing weekly bulletin inserts and monthly newsletters, and periodic mass mailings to the community.
- **Congregational Email:** Provide direction and oversight to Administrative staff with the weekly email, providing a 7-day snapshot of upcoming services, events, and registration opportunities. Direct additional emails as necessary, such as weather closing and funeral announcements.
- **Social Media:** Maintain an active, informative, and engaging social media presence including but not limited to Facebook, Instagram, Twitter, email blasts, texting.
- **Graphic Design:** Design and create logos and imaging for all programming and events, providing various size and resolution versions for use in print, web, broadcast, and social media.
- **Signage:** Design and deliver all church signage, including lawn banners, street signage, room directories, sandwich board signage, and indoor banners/bulletin boards
- **Digital Images:** Organize and maintain digital library for communication purposes.
- Staff and lead lay leaders within the church in support of communications.

Audio-visual Leadership

- Oversee, coordinate, and implement the church's use of audio-visual technology.
- Recruit, train, and manage A/V staff and volunteers.
- Equip and train program staff to utilize audio-visual technology.
- Assess and address A/V equipment, IT, and infrastructure needs as provided for in the budget.

- Oversee audio-visual portion of the budget in collaboration with property and worship
- Oversee audio-visual equipment inventory, maintenance, and repair.

Livestream and Hybrid Ministry Support

- Develop and implement vision for livestream In partnership with worship and communications staff.
- Direct and produce livestream for weekly worship services and special services.
- Equip and train worship staff and volunteers to utilize livestream software and hardware.
- Oversee the Zoom and Owl Technology for use by classes and groups.
- Equip and train classroom leaders and lay leaders to utilize zoom (or similar) technology, OWL Technology and other support for hybrid use.

V. RELATIONSHIPS

To work with Pastoral, Program and Administrative staff in coordinating the Communications ministry of the church.

VI. EVALUATION

Performance reviews will be conducted annually by the Pastor and as described in the Personnel Policy. The Personnel Committee will review the adequacy of compensation annually.

VII. OTHER CONSIDERATIONS

- Special consideration will be given to candidates with a knowledge of and love for the Church.
- Extra special consideration will be given to candidates who have previous experience in a church setting. This position can be conducted with a mix of in-office and at-home hours with an understanding that a certain amount of in person contact is necessary. Attendance to the weekly Wednesday morning staff meeting is required.
- Prefer at least 1–3 years of digital production and livestream experience.
- Proficient with Zoom, Vimeo and YouTube
- Proficient knowledge of needed software programs and web-based applications, which include: Microsoft Office 365 (Outlook, Word, Excel, PowerPoint), and Google Workspace (Drive, Gmail, Docs, Sheets, etc.)
- Note: This is a new staff position. We would encourage the development of a communications committee. We also will review the hours and priorities after 6 months in order to recommend any necessary adjustments to hours or responsibilities.

VIII. BENEFITS

- Medical (100% member coverage + 85% family coverage paid by the church)
- Dental (paid by employee)
- Vision Eyewear (paid by employee)
- Defined Benefit Pension Plan (paid by the church)
- Death & Disability (paid by the church)
- Temporary Disability (paid by the church)
- Supplemental Death (paid by employee)
- Retirement Savings Plan (403(b)) (employee contribution)
- Flexible Spending Account (employee contribution)
- Continuing Education: up to two weeks of time

- Vacation: 2 weeks per year
- Holidays: 10 paid holidays
- Additional types of leave and absences are defined in the Personnel Policies

Send resumes and questions to: communications@secondpreslr.org