



## **Job Description – Communications**

### **Description**

This position involves helping innovate the ideal “brand image” of McKnight United Methodist Church, using social media and communication skills to effectively communicate that to the public, to help bring the message of Jesus Christ to everyone, reaching people where and how they are. This position is part-time, \$12,000/year, 15 hours per week. Days and hours worked are flexible in consultation with the pastor. Some work can be done remotely; some would need to be on-site. A dedicated laptop computer will be provided.

### **Responsibilities**

- Create and execute a positive communication strategy to advance the core values of McKnight United Methodist Church’s Mission Statement “Love God, Love All People, Impact the World.” Will be in charge of the marketing of the church through advertising, public relations and traditional media, web, social media and emerging media.
- Work with the pastor and other ministry leaders in engaging the public with publicity and opportunities to connect with McKnight United Methodist Church
- Provide ideas for better communications, both “internal” and “outreaching.”
- Assist in creating effective worship, particularly online, and enhance the communications of worship. Experience with Mevo camera preferred. Should be familiar with online streaming protocols.
- Create graphic images by working with Pastors and Committees to be used for Sermon Series, Stewardship Campaigns, and any other specific services or needs.
- Modify images to fit varies printed and electronic uses: Desktop/Laptop, Tablet, Mobile, etc.
- Modify Church logos to fit various file formats for different advertising purposes: PDF, EPS, EMF, PNG, JPG.

### **Qualifications**

- A committed follower of Jesus who will work within the guidelines and practices of United Methodism (although membership in a United Methodist Church is not required).
- Ability to create and execute a comprehensive social media plan, engaging with the public not only in direct posts but also in responding to the feedback we receive.
- Skillset involving both marketing and communication backgrounds.
- Fluency in social media and communications software; Adobe Create suite experienced preferred.

- Must be knowledgeable with Microsoft Word, ProPresenter, Power Point, as well as web page functionality (currently using Square Space). Other software knowledge and willingness to learn will enhance the performance of the job. Must have familiarity with both Mac OS and Windows platforms.
- Must be able to function well in an office and team setting, respecting the Christian Church environment of this position.
- Must be able to develop and maintain relationships with church leaders and media representatives at all levels.
- PA Act 33 and 34 clearances and FBI fingerprinting clearance.
- Exhibit strong organizational skills
- Is friendly, courteous, patient and understanding with all types of people
- Works well with a wide range of personalities
- Demonstrates the ability to draft effective communications
- Pays close attention to detail

### **Accountability**

- The Pastor supervises and provides direction on tasks and priorities, in consultation and collaboration.
- Staff Pastor/Parish Relations Committee recruits staff, sets expectations, conducts annual reviews, and reviews compensation annually.