

Effective Communication: A Guide for Congregations

Sample Position Descriptions: Congregational Communicator

It takes a large congregation to dedicate a staff person entirely to communications. People in such positions often wear many hats including the communications duties. Here is an attempt to describe one full-time professional position for a communicator in a congregation and one part-time position. It will give you ideas about what can or should be done, and how to pick and choose manageable pieces to fit any congregation's need.

Full-time Position

Title: Communications Coordinator

Mission Statement: Empowered by the Holy Spirit, we proclaim by word and deed the love and forgiveness of God in Jesus Christ to our members, the community, and the world.

Position Description: The Communications Coordinator supports the mission of Bethlehem Lutheran Church by assisting with the creation, production and dissemination of information to the congregation and the community. This position is in a developmental stage and will need to be open to changes in technology and the needs of the congregation.

Essential Functions:

Public Relations:

- Coordinate and produce monthly newsletter, and weekly announcement pages
- Coordinate the creation of brochures and pamphlets
- Coordinate advertising through various media
- Coordinate and assist in the development of video services
- Update bulletin boards, informational kiosks and signs around the church premises
- Update voice messaging and e-mail messaging services
- Update and assist in the development of Web information and communication

Desk Top Publishing:

- Assist with the development and production of materials for stewardship emphasis
- Assist with the development and production of informational materials for youth, programs, Christian education, adult education, board and council, etc.
- Maintain archive files of newsletters, announcements and brochures, etc.

- Maintain a calendar of important yearly events for newsletter and advertising focus
- Technology support

Other Duties:

- Maintain a supply of letterhead, envelopes, brochures and other printed materials
- Receive and welcome visitors and members to the church facilities
- Assist with answering the telephone
- Type letters as needed
- Assist with newsletter and other mailings as needed
- Assist in recruiting volunteers for various production projects
- Other duties as assigned by the Director of Operations

Reporting Relationship: The communications coordinator's immediate supervisor is the director of operations. The communications coordinator supports the pastors, lay staff, membership and the mission of Bethlehem Lutheran Church.

Qualifications:

- Proficiency with database and word processing programs
- Proficiency with desktop publishing programs
- Good customer service and listening skills
- Experience working with outside vendors
- Strong organizational and record-keeping skills
- Proficiency in the use of office machines: copiers, risographs, mail machines, faxes, etc.
- Commitment to the mission of Bethlehem Lutheran Church

Compensation: This is an exempt position, expected to work 40 hours per week. Benefits are as described in the congregation's personnel policies

Part-time Position

TITLE: Part-time Director of Communication.

Congregation has approx. 1,600 members, 535 at worship each weekend, and has two full-time pastors.

POSITION DESCRIPTION:

Requirements: 10-15 hours per week, and we anticipate the position to grow to half time within one or two years

Responsibilities:

- Edit all congregational publications, including weekly newsletter and service folders
- Create and oversee publishing of any needed promotional/informational pieces including stationery, directories, photography, and special projects/events
- Aid in the maintenance of the church Web site
- Supervise all marketing campaigns and congregational advertising, including signage
- Write and distribute all news releases
- Other duties as assigned by the senior pastor (such as leading projects like the creation of a "guest video" and re-formation of new member orientation sessions)

