



*ENCOURAGING PEOPLE TO ENJOY THE FULLNESS  
OF KNOWING, LOVING AND BECOMING LIKE JESUS.*

## **COMMUNICATIONS SPECIALIST**

### **ACCOUNTABLE TO:**

The Communications Specialist shall be accountable to the Director of Communications of Eastminster Presbyterian Church.

### **PURPOSE:**

To assist the Director of Communications in gathering program information and by planning, developing, and implementing internal and external information sharing, branding and marketing that will inform the congregation, and introduce the community to Eastminster's ministries. Provide support to volunteers involved in the Communications Team of the Administration Council.

### **PRIMARY DUTIES AND RESPONSIBILITIES:**

1. Assist with planning and implementing all phases of communications for the varied ministries of Eastminster including:
  - internal and external print;
  - web and social media communications;
  - paid advertising;
  - media relations; etc.
2. Assist with writing and editing for Eastminster website and help to manage/update web content and projects. Help to develop goals, content, graphics and strategies for Eastminster's online presence. Review Eastminster's web presence to ensure function and content is correct and meets Communications vision, goals and objective.
3. Produce the bulletin and orders of worship for all services on a weekly basis, and oversee the printing and distribution of these pieces. Prepare pre-service slides.
4. Provide copywriting, editing and proofing services for quarterly news magazine and other print publications as requested by the Director of Communications.
5. Assist with design and pre-print production.
6. Work with Director to place paid advertising.
7. Write and distribute media releases as requested by the Director of Communications.
8. Support the Director of Communications when requested, by:
  - assisting with pre-print production;
  - creating promotions and graphics to support ministry and all church needs;

- conceptualizing visual touch-points of the church, including web, print and screen graphics and campaigns;
- implementing the Communications Playbook for Eastminster;
- ensuring all communications are executed and implemented according to strategic Communications vision, goals and objectives and Branding/Identity Standards;
- developing volunteer teams for Communications;
- coordinating production schedule with various ministries for communication needs and projects.

9. Manages all communications for Kids and Students ministry areas.

10. Work with the Director of Communications and ministries to maintain a master calendar of events and initiatives which upholds Eastminster's vision and strategy.

11. Assist with inter-staff communications, especially pertaining to strategic planning and calendar coordination.

12. Maintain communications print and electronic files for projects.

13. Work with the events coordinator to ensure that all events, times, rooms, etc. are correct and consistent in all communications, including the web and in the bulletin.

14. Work with staff members, Councils, teams, appropriate committees, officers and leaders in a dialogue about communications needs, goals and strategies.

15. Attend Staff meetings and retreats for planning purposes.

16. Cooperate with the Director of Communication by performing any other duties when asked to do so.

#### **QUALIFICATIONS:**

- Bachelors degree or higher
- Theological beliefs, policies and practices compatible with Eastminster Presbyterian Church
- Excellent verbal, written and social media skills
- Excellent organizational skills and the ability to manage multiple projects at once.
- Ability to prioritize communications needs and requests.

#### **CHARACTERISTICS:**

Godly character

Personable

Good communicator

Able to set priorities

Flexible

Good sense of humor

Team player and ability to build unity

Creative thinker

Exemplifies the fruit of the Spirit (Galatians 5:22)

**CLASSIFICATION:** Part-time, Hourly, Non-exempt

**EASTMINSTER PRESBYTERIAN CHURCH**

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