

Grace Presbyterian Church

Job Description – Communications Specialist

Our Vision: Transforming lives through God’s grace
Our Mission: Inspired by the Holy Spirit, we grow disciples of Jesus Christ to love our neighbours and effect social change

Position Name: Communications Specialist
Reports to: Support Services Director
Work Hours: Monday - Friday

Due to the nature of events, the Communications Specialist may be required to accommodate meetings, special events, etc. during the evenings and weekends

ROLE SUMMARY:

The Church Communications Specialist’s goal is to increase engagement across the congregation and surrounding communities. The main responsibilities to accomplish this goal are:

- Communicate the mission and vision of Grace Presbyterian Church
- Reflect Grace Presbyterian Church missional priority
- Connects Grace Presbyterian Church to the community, including the church, local and broader community.
- Engages with Grace church members and community

POSITION:

- Full time - 37.5 hours per week
- Salary Range \$70,000 - \$75,000 per year
- Benefits package including 4 weeks annual vacation, professional development days, tuition assistance, extended health, dental and LTD
- Reports to the Support Services Director
- May work from home or at an office in the church building as required

WORKING RELATIONSHIPS:

The Communications Specialist will work collaboratively with the ministers, staff, committee members and volunteers. This position requires:

- Attendance and participation at regular staff meetings
- Meet regularly with the Ministers
- Staff support for Session Committees, programs, events, or initiatives as outlined by the Support Services Director, Ministers and/or Session
- Attending events, programs or initiatives as required / needed
- Attending Sunday worship as needed to provide communication support
- Work with contractors to complete the communications work as needed

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RESPONSIBILITIES:

Communications:

- Develop and update the Annual Communications plan and editorial calendar
- Write and distribute the monthly newsletter
- Deliver integrated campaigns that market and communicate initiatives to internal and external audiences
- Develop content and materials for Grace Presbyterian Church events, programs and/or initiatives (i.e., Preaching Grace, Grace Kids, Community events like Trunk & Treat)
- Recruit and train volunteers for specific communications projects, i.e. content creators, writers, photographers, social media volunteers) in collaboration with the Coordinator of Volunteers

Branding:

- Ensure consistent use of Grace Church branding in all applications by staff, session, committee members and others who communicate on behalf of Grace Church
- Ensures that all promotional materials are aligned with the Grace Church brand identity
- Ensure all communications follow Grace Church's mission and values

Website:

- Manage the Grace Church website. This work includes updates, page management, content development, and ensuring all communications are centralized on the website
- Managing the WordPress Content management system
- Manage online registrations

Social Media:

- Regularly post on our @CalgaryGrace social media accounts, including Twitter, Facebook, Instagram, and YouTube
- Analyzes Grace social media and look for ways to promote further engagement
- Develop and run Grace social media campaigns that highlight Grace ministry, programs, events, community initiatives and/or promote engagement
- Plans and runs digital ads on our social media platforms, including Facebook, Instagram, Twitter, and Google plus emerging opportunities

Marketing, Advertising and Public Relations:

- Seek out advertising and opportunities for public relations to raise the profile of Grace Church
- Source additional marketing opportunities for ad space, special event listings and specifically targeted markets
- Initiate Public Relations activities that would increase the known presence of Grace Church.
- Write content for advertising and public relations
- Edit promotional materials before distribution

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Worship Service Support:

- Provide design assistance and oversight of the weekly bulletin in collaboration with the office admin staff and ministers
- Assist with additional Worship Service content as required. i.e., video clips, or visuals

REQUIRED SKILLS:

- Have passion, enthusiasm, a positive outlook, and a sense of humor
- Critical thinking, conflict resolution, consensus builder, and team building skills are required
- Ability to manage multiple projects simultaneously while meeting the needs of diverse groups including committees, members of the congregation, and the community
- Capable of thinking creatively and analytically
- Familiar with non-profits and/or church networks
- Organized, self-motivated and models teamwork
- Excellent communication skills, verbal and written
- Computer skills and a good understanding of new and trending technology
- Strong organizational skills and the ability to work independently and take direction when required
- Ability to communicate messages in a professional and engaging manner
- Excellent organizational skills: able to manage several projects and prioritize work.
- Able to work in cooperation with various Grace Church committees; take the initiative in providing ideas and direction as needed
- Be respectful of all members, adherents, volunteers, staff and visitors of Grace Church.
- Always respect the confidentiality of information

EXPERIENCE:

- Minimum of 5+ years of direct experience in a marketing, design and/or communications role
- Degree in Public Administration, Marketing or Communications or related field is required for this position
- Graphic design experience with proficiency in Canva, Adobe and Microsoft Office Suite including Office 365
- Experience in developing, implementing, and evaluating communication plans and materials
- Experience in website management
- Experience with Social Media management
- Digital Advertising
- Email Marketing tools such as Constant Contact
- Experience with shooting video, simple trimming and editing