



## St. Luke's United Methodist Church – Kilgore, Texas

### Director of Communications

**Staff Classification:** Full Time, 40 hours a week

#### **Position Description:**

The Director of Communications proactively markets and communicates a consistent message to the congregation and community about the ongoing activities of St. Luke's United Methodist Church in multiple forms of media (email, text, video, newspaper, electronic newsletter, social media, website, brochures, phone calls, etc.) This position is responsible for developing, implementing, and directing effective marketing strategies, brand management, marketing campaigns and communication for the church's mission and ministry.

#### **Major Responsibilities:**

- Create the standard of quality of all church communications, with special attention to timelines, correct and accurate information and quality professional presentation.
- Manage website. This includes the accuracy and timeliness on the St. Luke's UMC website and high-quality visuals for the ministries.
- Manage Social Media. This includes Facebook as well as new forms of social media as they become relevant.
- Maintain the Church calendar with all the relevant information and a plan on how to advertise and communicate the relevant events.
- Other duties as assigned by the Pastor.

#### **Internal Duties:**

- Prepare pre-service "slides" for worship service and display monitors in all buildings.
- Prepare the bulletin for both services.
- Work with the staff and laity to create, develop, carry out and coordinate publicity for major events through multiple formats.
- Assist the laity and staff with brochure design and production
- Prepare the monthly newsletter.
- Recruit, train, equip and support staff and volunteers to carry out effective communications, mailings, on-site distribution of materials, etc.,

#### **External Duties:**

- Establish contacts with area vendors. Prepare and distribute press releases to appropriate media concerning church ministries and events
- Develop and coordinate marketing for major events and campaigns. Other duties as assigned by Pastor

#### **Important Qualifications:**

1. Commitment to the mission, vision and strategy of the St. Luke's UMC.
2. Initiative to see gaps and blind spots in communications. Training, experience and expertise in the types of computer software necessary to carry out these tasks. (Pro-presenter, video editing, Adobe Suite, etc., Layout and design skills for professional quality

**Accountability:** The Pastor of St. Luke's UMC and The SPRC of St. Luke's UMC

For any questions or to submit a resume email Rev. Benjamin Bagley: [revbagley@aol.com](mailto:revbagley@aol.com).