St. Paul Lutheran Church, Sheboygan Falls

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| MINISTRY POSITION: Media & Public Relations Coordinator |
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| REPORTS TO: Director of Church Administration | DATE: May 2025 |
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| MINISTRY: Administration | REVISED BY: Stefanie Trakel |

TEAM MINISTRY:

We ask all of our ministry staff to work together as a team under the Lordship of Jesus Christ toward the goal of helping lead our people into a growing relationship with their Savior. Each staff member is given specific areas of responsibility in the public ministry. St. Paul’s Ministry responsibilities may change as the needs of the congregation change.

We expect our entire Leadership team to be constantly seeking the Lord’s “vision” for our congregation. Our Lord has commanded us to “Go, making disciples of all nations…baptizing…and teaching them to obey (Christ)…” (Matthew 28:19-20). The people of St. Paul Lutheran Church, praying for God’s guidance and strength to fulfill His command, have adopted this Mission Statement: “As friends of God through Jesus, empowered by the Spirit, we are Connecting People to Christ by sharing His love in word and action everywhere we are”.

POSITION PURPOSE:

To provide support in communicating the message of St. Paul through various media channels. To focus on creating and maintaining a digital presence of the church.

REPORTING RELATIONSHIP:

* Reports to the Director of Church Administration.
* No subordinates report to this position.

ESSENTIAL FUNCTIONS:

1. Management of our websites (St. Paul, The Gathering Place & Hispanic Ministry) and all social media. This includes keeping it current, training others how to use it, and working with ministries to get their information on the site, including pictures. This may include attending events outside of regular work hours to take photos and write follow ups.
2. Management of all live streaming and recording to ensure high-quality, visually appealing media content, including but not limited to weekly Worship Services and Pastor Bible Studies. Operate PTZ cameras and audio switchboard, including setup and troubleshooting. Editing and distribution through YouTube and thumb drives. Coordination and training of all volunteers.
3. Design and management of the monthly newsletter.
4. Coordination and creation of all worship slides, both pre-service announcements and worship slides.
5. Focus and coordination of branding throughout ministries and media platforms.
6. Management of the outdoor Outreach Display, including creating, loading and scheduling appropriate content.
7. Management of public relations for St. Paul, including both internal and external advertisements, Google ads and sponsorships.
8. Creation and distribution of logos and promotional items as needed.
9. Coordinate the Church pictorial directory project every 4-5 years.
10. Demonstrates a working knowledge of photography and video production using mirrorless cameras, tripods, gimbals and audio equipment. Proper care and maintenance of equipment, including firmware and updates.
11. Provide front office support as needed.

NON-ESSENTIAL FUNCTIONS:

The following non-essential job functions are listed to inform you of significant duties and/or skills that form some of the bases for evaluation for merit increases of employees in this position.

* Performs other duties as assigned or as necessity dictates.

SPECIALIZED KNOW-HOW & REQUIREMENTS:

* At a minimum, a high school diploma or equivalent is required.
* Must be experienced with WordPress or related website management systems. HTML and CSS skills preferred.
* Must be experienced with Social Media Platforms, including Facebook and Instagram.
* Graphic design experience preferred.
* Must be a spiritually mature Christian committed to the mission, vision and core values of St. Paul Lutheran Church.
* Excellent communication, interpersonal, discernment, teamwork, confidentiality and organizational skills.
* Advanced computer knowledge and skills including proficient keyboarding skills and experience in using Microsoft Office products, including Microsoft Teams and email.
* Must have high attention to detail and accuracy.
* Ability to work independently with minimal supervision and make decisions with good judgment.
* Ability to prioritize workload with time constraints.

MENTAL/PHYSICAL REQUIREMENTS:

* Exposed to normal office environment.
* Must be able to perform repetitive motions using hands, wrists and /or fingers.
* Operates all equipment necessary to perform the job.