



St. Paul's Episcopal Church  
520 Summit Street  
Winston-Salem, North Carolina 27101-1195  
Telephone (336) 723-4391  
[www.stpauls-ws.org](http://www.stpauls-ws.org)

## **Job Opening: Director of Communications**

Reports To: Associate Rector

Working Hours: 8:30-4:30, M-F

\*Flexibility required to accommodate after hours events

### **Overview**

The Director of Communications is responsible for developing, with St. Paul's leadership, the branding and key messages for St. Paul's Episcopal Church, as well as their implementation in all internal and external communications of the parish. The Director of Communications supports all church ministries in their development of messaging and its execution in electronic, print, and broadcast media. The Director is also responsible for engaging and strategically deploying the Communications Committee.

### **Responsibilities**

The Director of Communications will be responsible for:

- Coordination and production of regular publications, including: monthly printed ParishLife newsletter, weekly email ParishLight, weekly bulletin insert ParishWeek, annual reports, visitor and ministry brochures and posters, etc.
- Management of the parish website, including technical support and training for church staff
- Development and deployment of various forms of electronic communication (email, social networking, and digital bulletin boards)
- Negotiating and coordinating design and printing of products produced outside the church
- Developing and implementing a media-based public relations plan, and acting as the church contact for the news media
- Coordinating efforts to advertise church activities, functions, and services
- Serving as a quality control check on all church communications products, including those produced by the individual ministry areas
- Working with the parish Communications Committee to strategically plan, improve, and implement St. Paul's internal and external communications
- Developing a network of volunteer resources to assist in the publication process, in the areas of writing, editing, photography, video, illustration, printing, and delivery
- Coordination of special projects and duties as directed by The Rector

## **Desired Qualifications**

- Bachelor's degree in communications, graphic design, and/or related field (or equivalent experience)
- Extensive knowledge of Adobe Creative Suite, Microsoft Office, Constant Contact, InDesign, and other current electronic publishing tools
- Creative eye, proven design skills, and the ability to work in a fast-paced, cross-platform environment
- Familiarity and comfort with posting on state-of-the-art social media tools
- Experience with the parish life of a church and knowledge of the social dynamics unique to ministry work
- Demonstrated leadership in area of communications management

## **About St. Paul's**

*"A House of Prayer for All People"*

These words, carved in stone over the front doors of St. Paul's, set the tone for who and what you will find inside. As much as our neo-gothic nave and historic organ might speak to the artistry, history, and grandeur of our worship, St. Paul's is about people.

We are a diverse and inclusive community, serious about faith, and passionately seeking to follow Jesus in God's mission of making all things new. Our mix of backgrounds, neighborhoods, and opinions gives us a breadth of custom and curiosity, tradition and innovation. We believe diversity makes us a stronger Body of Christ, where love and humility are more important than the need to agree on everything. To borrow a phrase from a friend, St. Paul's could be described as traditional in liturgy and progressive in inquiry. Our common life is joyful, elegant, relevant, and committed to drawing in and sending out.

St. Paul's is privileged to have a beautiful campus and a fabulous facility. On any given week you will find one of our many remarkable Outreach programs meeting to train their volunteers, or host a dinner for participants. You may also find Enneagram classes, EFM training, Faith and Justice conversations, book groups, knitting classes, a local organization hosting a fundraiser, or the youth group meeting to build Legos. There is always something going on at St. Paul's, and the community remains a hub for gospel ministry in Winston-Salem. We would love for you to join us.

## **Applying**

To get the conversation started, please send your resume (or C/V), sample portfolio (including examples of written and design work), and a letter of interest to The Rector, care of the rector's executive assistant Betsy Reiners ([breiners@STPAULS-WS.ORG](mailto:breiners@STPAULS-WS.ORG)). We will review materials as they arrive but will respond only to qualified applicants. Thank you. We're already praying for you.