

# Alleluia! Lutheran Church

## Job Description

**Job Title: Communications and Marketing Director**

**Reports to: Lead Pastor**

**Location: Alleluia! Lutheran Church**

**Department: Administrative Ministries**

**Type of position: Part-Time**

**Hours: 25 hours per week**

**FLSA Classification: Non-exempt/Time Sheet Required**

**General Description:** The Communications Director is responsible for and focused on leadership and team development, oversight, and execution of all aspects of Communications and Marketing of Alleluia! Lutheran Church. Works with staff to ensure all media is current, consistent, and in alignment with Alleluia! ministries. Meets deadlines and is accessible to staff.

Alleluia! has a strong work culture, evidenced by the deep commitment and extraordinary work ethic of its staff. To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below represent the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Other related duties may be assigned.

### **Spiritual Requirements**

- Demonstrate the mission, vision, values, and culture principles of Alleluia! Lutheran Church

### **Key Responsibilities:**

- Develop plans to targeted, effective, consistent communication and promotion of activities, including impact stories to the congregation via email, monthly newsletter, church website, Preschool website, social media, etc.
- Build style and communication guidelines for staff and ministry leaders.
- Act as the “storyteller” for the congregation, in staff, member, and community news ensuring that the messages are in alignment with the brand and strategic plan. Develop ways to creatively communicate these stories through all media.
- Collaborate with the church leadership team and church staff to plan and implement communication of the Three-Year Plan and the on-going mission of the church.
- Oversee the design and production of all print materials for all church programs, including brochures, posters, and bulletins.
- Maintain Alleluia! and Little Blessings websites, updating and responding as needed.
- Oversee, assist and manage the Media Email Addresses that own all Social Media accounts.
- Create slides for worship announcements as needed.
- Design and assimilate information to produce monthly newsletter.
- Design annual template for Little Blessings monthly newsletter.
- Work with staff to design, update, and maintain brochures, posters, banners, outdoor signage, etc.
- Design and produce materials for special projects such as our annual stewardship campaign.
- Manage outside corner electronic sign display in conjunction with Lead Pastor.

### **Other Responsibilities:**

- Assess and report on the effectiveness of communication strategies.
- Participate in weekly staff meetings and all other meetings as necessary.
- Meet with Lead Pastor on a regular basis.

### **Recruitment and Training Responsibilities:**

- Seek to stay current on all media software, websites, and in-house media
- Read and sign acknowledgement of policies and procedures as stated in Alleluia! Staff Handbook

**Qualifications:**

- Bachelor's Degree in Marketing, Communications, English, Public Relations or Journalism
- 3+ years' experience in marketing or communications position (preferred)
- Possess a solid understanding of effective marketing techniques
- Strong communication and interpersonal skills
- Strong organizational skills
- Ability to establish and maintain cooperative working relationships with the staff and others contacted in the course of work
- Ability to work as a member of a team
- Ability to maintain composure in stressful situations and adapt in response to changing conditions
- Ability to work independently, stay on task, multi-task and take responsibility to complete assigned projects in a timely and efficient manner

**Physical Requirements:**

- Ability to work at a computer for sustained period of time
- Demonstrate manual dexterity necessary to operate computer keyboard with accuracy
- Ability to push, pull, lift or carry up to 10 lbs.

**Employment at Will:**

All employees of Alleluia! Church are at-will, and as such, are free to resign any time without reason. Alleluia! Church likewise, retains the right to terminate an employee's employment at any time with or without reason or notice.

Nothing contained in this job description or any other document provided to the employee is intended to be, nor should it be, construed as a guarantee that employment or any benefit will be continued for any period of time. Any salary figures provided to an employee in annual or monthly terms are stated for the sake of convenience or to facilitate comparisons that are not intended and do not create an employment contract for any specific period of time.

No manager, supervisor or employee of Alleluia! Church has any authority to enter into any agreement for employment for any specified period of time or to make any agreement for employment other than at-will.

**Acknowledgement:**

I have read and received a copy of my job description and at-will employment statement. I understand this overrides anything that I have been given in the past. I further understand that I am expected to follow my job as outlined above and if I have any questions of what is expected of me, I will speak to my immediate supervisor. I also understand that the statements herein are intended to describe the general nature and level of work being performed by staff members are not to be construed as an exhaustive list of responsibilities, duties, and skills of staff so classified. Therefore, I may perform other related tasks under the direction of my supervisor.

Employee Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Employee Signature: \_\_\_\_\_

Supervisor Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_

**Reviewed/Approved By:**

**Date:**