**Communication Specialist**

Name:

Reports to: Director of Production & Communication Date:

The position of Communication Specialist at Grace Church requires the employee to perform the following ministerial functions, which are an integral part of his or her employment. These ministerial functions include, but are not limited to, leading and/or participating in staff devotions and/or prayer, sharing the Gospel with guests or others when called upon to do so during the workday, and the written or verbal communication of biblical teachings. The employee will also be required to live on – and off-duty in accordance with the Ministry’s statement of faith, code of conduct, and general beliefs.

In addition to the ministerial functions required by the position of Communication Specialist, the employee must also be able to perform the following duties.

**POSITION DESCRIPTION**

1. Plan and implement a churchwide communications strategy, including social media, email marketing, printed materials, digital ads, and website/app. Consult with ministry leaders and groups with web page updates, blogs and the use of other social media, as required.
2. Organize and direct promotional materials for all church events.
3. Make sure that all promotional and marketing materials meet the company’s brand identity strategy.
4. Make sure we are using SEO, by using key words, trends, Google Ads and managing our Google Business profile
5. Manage digital analytics for all platforms
6. Manage and maintain our website and app in collaboration with the Communication Team.
7. Manage a storehouse of follow up resources (blogs, archiving Linktree resources, graphics created for sermon follow up, etc.).
8. Manage our sermon follow up platforms (Linktree, text follow up, social, etc.).
9. Create sermon series communication plans (social, bumpers, print, follow up, video, website, marketing, etc).
10. Help maintain our social media content and calendars under the Director of Production & Communication.
11. Create and manage our church mailing strategy and assist in church email communication.
12. Develop a personal philosophy of communication arts ministry and strategy.
13. Help to Produce (storyboard, shoot and edit) meaningful content for our Digital Outreach platforms (website, social, emails).
14. Sunday Morning responsibilities may include live production roles and/or communication assignments.
15. Carry out administrative and ministry responsibilities (meetings, weekly reports, correspondence, follow-up).

**QUALIFICATIONS**

1. A follower of Jesus Christ who desires to use video and creative skills to impact the local church and world.
2. Familiarity using the Adobe Creative Suite, including Premiere and Photoshop, As well as Canva. Experience and applied knowledge of graphic design preferred.
3. Skills in storytelling and digital content creation will be necessary.

**SPIRITUAL RESPONSIBILITIES:**

1. Demonstrates a consistent devoted walk with the Lord.
2. Supports the mission, values, vision, and strategy of Grace Church.

**TIME COMMITMENT:**

Full-Time

**ETERNAL SIGNIFICANCE:**

To provide media content and contribute to worship experiences and digital outreach, which will help people discover faith in Jesus Christ and to grow in fuller devotion to Him.