

National Presbyterian Church Director of Communications

Position Description

The Communications Director develops and executes a comprehensive communication strategy that reflects the Church's mission and values. This role oversees branding efforts, manages internal and external communications, and enhances the church's visibility and engagement across various platforms. The ideal candidate will possess strong skills in content creation and digital communication, be adept at managing multiple tasks while effectively meeting deadlines, and demonstrate a passion for ministry. Collaboration with staff and congregants is essential to ensure that all communications resonate with the target audience and support established goals.

Responsibilities

- Proactively collaborate with staff and ministries to assess and support their communication needs and design comprehensive communication plans for regular and special programs.
- Produce high-quality content for mailings, email, brochures, worship bulletins, electronic kiosks, banners, newsletters, advertisements, press releases and social media.
- Design visually appealing graphics and promotional materials that effectively communicate key messages aligned with the church's branding.
- Design and manage internal and external print and digital signage to promote church events and programs.
- Manage NPC's website development and maintenance ensuring that content is current, user-friendly, engaging and promotes upcoming events, programs. Ensure that each NPC ministry is well-represented on the website.
- Coordinate livestreaming of church services and events, working with the Audio-Visual Department and technical support staff that monitor and troubleshoot issues.
- Create social media content to increase engagement across a variety of appropriate platforms with attention for opportunities for any new forms of social media.
- Provide communications support and materials for yearly initiatives including the annual report, conferences, the annual stewardship campaign, donor communications and other church events.
- Manage media relations and serve as the main point of contact for all media inquiries.
- Recruit, train, and supervise a communication support team that includes contractors, interns, and volunteers.
- Oversee outside vendors, including photographers, videographers, web developers and printers.
- Develop and manage Communications budget.

Qualifications

- Bachelor's degree from a four-year college or university, preferably in communications, journalism, public relations, marketing, English or a related field of study.
- Previous experience serving in a similar communications role.
- Excellent written and oral communication skills in English.
- Highly competent in the Microsoft Office Suite, Adobe Creative Suite and ability to quickly learn other software as needed.

To apply, please submit a cover letter and resume to recruiting@nationalpres.org