



St. Paul's Episcopal Church
520 Summit Street
Winston-Salem, North Carolina 27101-1195
Telephone (336) 723-4391
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 social, print, and broadcast media. The Director is also responsible for engaging and strategically deploying the Communications Committee and its volunteer resources. It is also desired that the Director go beyond the daily communication needs to plan and execute new approaches where needed.

Responsibilities

The Director of Communications will be responsible for:

- Coordination and production, including some layout, design and photography, 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 support and training for church staff
- Development and deployment of various forms of electronic communication (email, social networking, and digital bulletin boards)
- Pricing 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
- Managing communication assets (content, pictures, video) for future use with attention to evolving archival technologies.
- Working with the parish Communications Committee to strategically plan, improve, and implement St. Paul's internal and external communications
- Tapping into a network of volunteer resources to assist in the areas of writing, editing, photography, video, illustration, printing, etc.

- Handling sensitive and confidential information, especially in the planning and execution of key church announcements.
- Coordination of special projects and duties as directed by The Rector

Seeking a Generalist Innovator

We recognize that the responsibilities and skill set associated with this position lead us to look for an individual with a generalist's broad range of communication talents. Beyond this, we also feel the strong call to find an individual with a wide perspective and a spirit of innovation who is drawn to new ideas and fresh thinking. We seek an individual who will evolve our communications beyond information sharing to a level that more dynamically engages our parish members and the broader community to interact with the church and each other.

Additional qualities we believe are important include:

- Strategic Planner who can translate church goals into an effective and timely communications plan and set realistic boundaries and expectations.
- Creative and Inclusive Problem Solver who can apply strong design, technical, and interpersonal skills to find innovative answers to communication challenges.
- Collaborative Team Player & Delegator who can devise solutions to ever-increasing communications demand and develop strong interpersonal partnerships.
- Visionary Idea Generator who can create new communication pathways and strategies.
- Engaged Listener and Story Teller who can thoughtfully convey the tone and vibrancy of our parish.

Desired Qualifications

- Bachelor's degree in communications, graphic design, and/or related field (or equivalent experience)
- Experience with design software and electronic publishing tools.
- Creative eye, proven design skills, and the ability to work in a dynamic, fast-paced, environment
- Experience posting on relevant social media tools
- Experience with the parish life of a church and knowledge of the 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) by **Friday, February 15, 2019**. We will review materials as they arrive but will respond only to qualified applicants. Thank you. We're already praying for you.