

**First Presbyterian Church of Berkeley**  
Communications Specialist  
Exempt, 40 hours/week, Benefits  
Priority deadline to apply: August 21, 2020, open until filled

**Position Title:** Communications Specialist

**Date:** August 2020

**Job Summary:** Manage internal and external communications strategy and publicity for First Pres including messaging for the church aligned with our vision and branding. This includes communication for ministries, events, and news across print, web, and social media. Supports the Executive Director for Operations, Communications Team, staff, and lay leadership.

**Major Responsibilities/Activities**

**Corporate Communications (40%)**

- Manage communications strategy with ministries for digital and print communications vehicles including branding consistency across copy and visuals.
- Educate and train staff in communications best practices.
- Write and edit copy for all-church First Pres digital and print materials and website for Advent/Christmas, Lent/Easter, Annual Report, Connecting Brochure, Stewardship Drive, and more.
- Maintain editorial calendar for communications vehicles, including pulpit announcements, bulletin, website, social media, flyers, pathway table, elevator signs, etc.
- Write and create weekly announcement bulletin.
- Write and send all church e-mails.
- Manage proofreading process for communication pieces.
- Lead public relations to publicize First Pres events and news in the community.

**Website and Social Media (30%)**

- Manage First Pres website design/user interface and content updates to maximize communication effectiveness. (This may include light coding).
- Manage First Pres social media plan, including Facebook, Instagram, and other social media posts.
- Develop registration processes as needed for conferences, retreats, and other events.
- Maintain the First Pres website platform, including WordPress theme updates, extensions, etc.

**Ministry Communication and Publicity (20%)**

- Create publicity plans in collaboration with ministry staff to reach target audiences for First Pres ministries, events, and news in print and online communication including:
  - Receive publicity request forms; meet with requestors and consult with Communication Team as needed; and deliver publicity plans, schedules, production requirements, etc.
  - Track implementation of publicity plans to ensure deadlines are met. Manage project schedule, design process and production of communications projects as needed e.g., website updates, seasonal communications projects, etc.
- Manage work with graphic designers in conjunction with ministry leaders for all-church materials and manage projects through production.
- Design materials in-house as needed.

### **Administration (10%)**

- Participate in ministry program staff meetings weekly.
- Manage project tracking sheet and editorial calendar for weekly Communications Team meetings.
- Manage volunteers who replenish materials in the Sanctuary.
- Ensure all communications materials are current on Welcome Cart.
- Maintain the All Church Calendar on Microsoft Outlook.

### **Minimum Requirements**

Education: Bachelor's Degree or higher in Communications, English, or related field

- A growing and deepening faith in Jesus Christ.
- At least 2-5 years of experience in a communications role. Related church staff or volunteer experience desired.
- Strong written and oral communication skills, including excellent grammar and proofreading.
- Experience supporting communications initiatives through Social Media.
- Demonstrated leadership and organization skills, including project planning and execution for a wide range of programs.
- Attention to detail to produce high-quality work; able to follow projects, ideas, and needs through to completion.
- Self-directed with ability to work independently to manage multiple priorities and projects between the Christian Formation Ministries.
- Excellent interpersonal and people skills, discretion, and ability to work graciously and collaboratively with staff, ministries, volunteers, and lay people.
- Ability to maintain confidential information as required.
- Proficient knowledge of needed software programs and web-based applications, which include: Microsoft Office 365 (Outlook, Word, Excel, PowerPoint), Adobe InDesign, Photoshop, Dreamweaver, html and website Content Management Systems, Microsoft Publisher, Google Drive and Docs, and familiarity with using database programs. Willing and able to apply advanced features in software and applications, and learn new programs, specifically Shelby Database and other applications as needed.

**Reports to:** Executive Director for Operations

*Note: Nothing in this job description restricts the right of First Presbyterian Church leadership to assign or reassign duties and responsibilities to this job at any time.*

### **How to Apply:**

- Find our application form at <http://www.fpckerkeley.org/employment.asp>
- Return this form with your Cover Letter and Resume to Bonnie Rauscher, Human Resources, at [bonnier@fpckerkeley.org](mailto:bonnier@fpckerkeley.org), or Bonnie Rauscher, First Presbyterian Church of Berkeley, 2407 Dana St., Berkeley, CA 94704.

Priority Deadline: August 21, 2018. Rolling review upon receipt. Early applications are encouraged.

Position will remain open until filled.

Job offer will be contingent on passing a criminal record background check.