

First Presbyterian Church of Berkeley
Director of Communications
Reports to Senior Pastor
Exempt, Full time
Start Date: May 1, 2021
Priority deadline to apply: April 15, 2021

JOB SUMMARY *(Description of what this position is created to accomplish.)*

Design and implement an external and internal communications strategy to increase positive community engagement while reflecting the mission and vision of the organization. Work with all ministries of the church to utilize various communications vehicles to advance the vision and mission of the church (i.e. web, video, email, social media and print).

MAJOR RESPONSIBILITIES/ACTIVITIES *(Essential functions in order of importance, including what must be accomplished, supervision/management responsibilities, standards for quality/quantity, etc.)*

Corporate Communications Strategy and Training

- Lead and design a consistent communications strategy for worship, ministry news, events, campaigns, reports, and testimony/story telling to increase engagement with target audiences.
- Develop and maintain visual design and editorial copy standards and relevant documentation.
- Equip staff to design effective communication plans and content to reach their target audiences for ministry events, campaigns, and reports.

Communications and Publicity Execution

- Produce internal and external communication plans and deliverables for all-church news, events, campaigns, and reports.
- Update First Pres website content. Maintain First Pres website platform.
- Maintain editorial calendar for all digital and print communications vehicles, including website, social media, worship communications, print materials, and signage.
- Strategize the creation of video, online, and print content to build audience engagement on all First Pres digital media (web and social media) to build community awareness of First Pres.
- Design and produce content in-house whenever possible.
- Coordinate with consultants as needed for video production, graphics, and website structural changes.
- Manage quality control processes for all digital and print communications.
- Maintain First Pres audio, photography and video archives.

Administration

- Work with staff to track upcoming communications needs.
- Manage project tracking sheet and editorial calendar for weekly Communications Team meetings.
- Supervise the Media Technology Coordinator.
- Give guidance regarding replenishment of materials in the Sanctuary and Welcome Cart.

MINIMUM REQUIREMENTS

- Commitment to and passion for the Christian faith and church.
- Bachelor's Degree preferred. 5+ years leadership experience in communications or related field.
- Ability to work with and relate to the diverse FPCB community.
- Strong written, oral, and visual communication skills, including strong proficiency in grammar and proofreading.

- Experience supporting communications initiatives through web-based vehicles (i.e. website, social media, apps, etc.).
- 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.
- Excellent interpersonal and people skills, discretion, and ability to work graciously and collaboratively with staff, ministries, volunteers, and lay people.
- Ability to maintain confidentiality in a sensitive and professional manner.
- Proficient knowledge of needed software programs and web-based applications, which include: Microsoft Office 365 (Outlook, Word, Excel, PowerPoint), Adobe Creative Suite, Google Drive and Docs, MailChimp, social media platforms (Facebook, Instagram, etc), and familiarity with using database programs. Willing and able to learn new programs and applications as needed.

SCHEDULE This position is full-time with the expectation of working on Sundays and weekends as needed. Exact schedule of workdays and days off to be coordinated with the supervisor.

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

How to Apply:

- Complete our application form at <http://www.fpcberkeley.org/employment.asp>
- Return application form with your cover letter and resume to Human Resources to sharong@fpcberkeley.org

Position will remain open until filled. Offer will be contingent on passing a criminal record background check.

First Presbyterian Church of Berkeley encourages individuals from traditionally underrepresented communities to apply. According to the value of unity in diversity found in our faith tradition, we are committed to providing equal employment opportunities to all job applicants and do not discriminate on the basis of race, ethnicity, color, national origin, gender, age, marital status, sexual orientation, gender identity or expression, disability, military or veteran status, or any other characteristic protected by federal, state and local laws.