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## JOB DESCRIPTION

**Position Title:** Communications Specialist  
**Date:** February 2021  
**Reports To:** Director of Operations  
**FLSA Classification:** Exempt – Full Time

### POSITION SUMMARY

The Communications Specialist is responsible for planning, designing, creating, and publishing communication to support worship and ministry events, utilizing multiple forms of media to drive increased engagement, attendance, and membership.

### RESPONSIBILITIES

*Print Materials:* Produce print materials that highlight upcoming events, featured ministries, and liturgical seasons.

- Oversee all elements of the weekly newsletter (The Emblem) including content creation, design, proofreading, printing, and scheduling email distribution.
- Design larger print pieces throughout the year including stewardship pieces, holiday banners and themes, etc.

*Social Media:* Maintain Olivet's social media and online presence for church members and the community at large by crafting, executing, and analyzing the overall social marketing strategy.

- Take full ownership of Olivet's social media.
- Plan and produce relevant social media initiatives on a regular basis to promote ministry and social engagement with people inside and outside the church.
- Create and manage paid and organic social media strategies.
- Concept & produce short (1-2 minute) churchwide promo videos 3-4 times per year as a special social media invitation to visit Olivet.
- Author appropriate responses to both positive and negative incoming messages.
- Stay on top of best practices and research new techniques in the social space.
- Coach and train staff and volunteers who will be accessing Olivet's social media platforms.

*Website:* Oversee the maintenance of Olivet's website including content creation, ease of navigation, and clarity of information while ensuring content is current and relevant.

- Provide regular updates to website including upcoming events, featured ministries, and liturgical elements.
- Develop and execute SEO tactics, as well as paid-digital advertising campaign as applicable.
- Maintain the member-only portal through church website.

Employee Initial \_\_\_\_\_



*Marketing Strategy:* Collaborate with the Senior Pastor and Director of Operations to provide expertise in the following areas:

- Provide input on annual marketing plans and budgets.
- Develop and execute a plan for effectively reaching those who are not actively involved with Olivet's ministry. This includes external marketing, social media, website/online content, as well as internal promotional strategies.
- Develop and manage a functional, integrated 365-day content calendar for social media, web and e-mail content.
- Monitor similar non-profit and U.S. Christian denomination activity and brainstorm potential changes or improvements in marketing strategy, products, and brand positioning.
- Ensure that all promotional and marketing materials meet the company's brand identity strategy.
- Develop a variety of communication methods to ensure everyone, of all technological levels, can feel connected to the church.
- Create, monitor, and share quarterly analytic reports for web and social platforms to identify areas for improvements.
- Maintain records of media coverage and collate analytics and metrics as applicable.
- Evaluate and report on the performance of paid search / paid social projects, campaigns and activities.

#### **REQUIRED QUALIFICATIONS**

- Bachelor's degree in journalism, marketing, communications, design, or related field; or equivalent work experience.
- Must be organized and efficient. Ability to handle simultaneous projects and respond to frequent interruptions throughout the workday. Effective in keeping track of content throughout the editorial process.
- Ability to write and edit with speed and accuracy, displaying a strong knowledge of English grammar and the ability to create clear, engaging, and informative text.
- Experience working with WordPress, Microsoft Office Suite, and Adobe Creative Suite. Aptitude to learn other software applications.
- Ability to work in a team environment and maintain a pleasant disposition, positive and flexible in communication with other church staff.
- Self-motivator, prompt in meeting deadlines, and accountable seek out information and help as necessary to complete a project.
- Passionate about the seamless execution of details.
- Aesthetic Eye. Able to add beauty and visual excellence to media and communication elements.
- Ability to read, write, and speak in English
- Must be able to successfully pass a background check.

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Intersection  
of Faith + Life

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## PREFERRED QUALIFICATIONS

- Member of a congregation of the Evangelical Lutheran Church in America.

## SHARED EXPECTATIONS OF ALL OLIVET LUTHERAN STAFF

Employees of Olivet Lutheran Church are expected to demonstrate ethical work behavior and uphold Christian values. Employees must embrace their ability to use independent judgement to make decisions that align with Olivet's mission. In order to contribute to building a positive team environment, employees must be able to collaborate with others, take initiative and respond to changing work demands and in a flexible manner. These expectations will be demonstrated through the employee's ability to engage with others, gain trust, and manage relationships while maintaining professional boundaries.

## WORKING HOURS, WORK ENVIRONMENT & PHYSICAL DEMANDS

The Communications Specialist position is an exempt, full-time position averaging 40 hours per week, including occasional evenings and weekends as necessary to meet deadlines or deal with rapidly emerging or changing situations.

This job operates in a professional office environment with occasional lifting of over 40 pounds required. Duties may require sitting and viewing computer monitor for extended periods of time. Corrected vision and hearing in normal range required for interacting with others.

Signature below indicates the employee's understanding of the requirements, essential functions, and duties of the position.

Employee \_\_\_\_\_ Date \_\_\_\_\_