

# **Communications Director**

***Holy Comforter Episcopal Church, Tallahassee, FL***

## **ROLE SUMMARY**

The Communications Director is responsible for the oversight and execution of all aspects of communications for Holy Comforter. As our primary storyteller, he or she ensures that every visual and written touch-point invites people into deeper relationship with Christ and with the parish community.

## **KEY RESPONSIBILITIES**

- **Strategic Communications:**
  - Develop and execute a cohesive communications plan that aligns with Holy Comforter's mission and goals
  - Advance and safeguard Holy Comforter's visual and narrative "brand identity" across every medium
  - Create and implement strategies for promoting Holy Comforter's services, ministries, and events to the wider community
  - Work closely in collaboration with clergy, staff, and ministry leaders to support communication needs
  - Ensure that the weekly messaging of the church is clear, effective, and executed with excellence
- **Oversee the Production of Printed Materials:**
  - Write and design content for printed materials (e.g., newsletters, promotional materials, and other publications)
  - Make, proofread, and print weekly service bulletins and related materials (e.g., song sheets, bulletin inserts, etc.)
  - Oversee mailing campaigns
- **Oversight of Digital/Online Communications:**
  - Manage the church website to ensure it remains current, user-friendly, and reflective of Holy Comforter's identity and offerings
  - Lead the church's social media presence by designing digital content, creating and scheduling posts, monitoring engagement, and responding to inquiries to foster an active online community
- **Other Communications Duties:**
  - Issue emergency or urgent messages (e.g. service cancellations and weather closures) through appropriate channels (e.g. email, SMS, social media, and website banners) within 30 minutes of a decision

- Monitor and review web and social analytics monthly and use insights to refine content and enhance engagement
- Advise the Rector about technological platforms, services, and tools related to communications
- Enlist, equip, and encourage qualified volunteers and interns to help accomplish communications goals
- Welcome visitors, answer phones/email, and embody hospitality to all
- Embody attitudes and values which are a credit to the church and further its good reputation

## QUALIFICATIONS & SKILLS

- A growing relationship with Jesus Christ and a heart for building up His church
- A passion to use communications to reach others for Christ and bring glory to God
- Relates well to all kinds of people, builds effective relationships, communicates effectively interpersonally, and shows emotional intelligence
- Servant-hearted and a good “team player”
- Degree in communications, media, or a related field, or at least 2-4 years’ experience in communications
- Excellent written and oral communication skills
- Proficient with graphic design software (e.g., Adobe Creative Cloud Suite, Canva), email marketing platforms (Constant Contact), and Microsoft Office, and able to pick up new platforms quickly
- Proficient in (or proven ability to quickly learn) social media usage (e.g., Instagram, Facebook) and general website design (Wix)
- Preferred but not required: video streaming experience, basic knowledge of HTML/CSS, and photography skills
- Proven ability to organize time wisely, manage multiple projects, and take projects from beginning to end
- Proven ability to work independently, take initiative, and do creative problem solving
- Eager to learn, committed to professional development, and able to accept constructive criticism and feedback

**Paid Position:** Part time (~15-20 hours per week); Salaried/exempt status; Salary commensurate with experience

**In-person Office Hours:** TBD

**Reports to:** the Rector

**Oversees:** Office Volunteer Team

**To Apply:** Send resume to [admin@hc-ec.org](mailto:admin@hc-ec.org)

