

Job Description

Communications and Digital Ministry Specialist

Effective: July 29, 2020

Reports to: Senior Minister
Directly Supervises: N/A
Status: Part-time, salaried, FLSA-exempt.
Expectation of, on-average, 15 hours per week working time

Job Summary

The Communications and Digital Ministry Specialist, in consultation with the Senior Minister, will have oversight and responsibility for the communications needs of Storrs Congregational Church UCC, both internally and externally, working with staff and lay leaders, as well as local media outlets. In addition, working with staff and lay leaders, the Specialist will have oversight and responsibility for maintaining and continuing to develop the infrastructure and processes for ongoing digital ministry, including worship service livestreaming.

Essential Functions:

- *Ongoing Identity Development & Stewardship:* Continue to refine and implement a consistent graphic identity for Storrs Congregational, and ensure that communications consistently reflect the identity of our church in appearance, tone, & message.
- *Social Media Oversight & Management:* Oversee and manage our social media channels, under the supervision of the Senior Minister and with the assistance of lay volunteers as appropriate. Create social media content that helps spread our brand identity and message.
- *Website Management:* Update website pages as needed, working with staff and lay leaders to produce new copy/content as necessary. Maintain fresh images on the site, working with lay volunteers to take new photos of church events and ministries. When appropriate, coordinate a website refresh consistent with our brand identity.
- *Communications Content Cultivation:* Proactively solicit communications content from staff, lay leaders, and ministry initiatives. Work with staff and congregants to stimulate content generation, and assist in its shaping and refinement. Manage the deployment of content across the various media and platforms, prioritize the natural “fit” of content to platform in order to maximize potential impact. Collaborate with the Office Administrator around the deployment of content into worship bulletins, all-church emails, and print newsletters.
- *Public Relations & Advertising:* Work with local and regional media, as well as with wider church communicators, to place stories about Storrs Congregational’s ministries and events. Produce and place ads as needed in a variety of media, especially but not limited to local print media and paid online advertising.
- *Worship Livestreaming Support:* Working with lay leaders and the senior minister,

assist with the continued building of technological infrastructure and operational workflows necessary to sustain and improve our online livestreaming of worship and other events. Be responsible for the training of volunteers to operate livestreaming systems on Sunday mornings and other needed times. Whether by direct effort or the training of and delegation to others, ensure the timely creation of needed on-screen display materials (e.g. PowerPoint) and operator scripts for worship services, working from the liturgy plans provided by the pastor and other staff.

- *Graphic Design:* As appropriate, create designs for such items as flyers, brochures, interior and exterior signage, outdoor banners, etc., and see to their production, whether via internal means or working with external vendors (as appropriate to the piece).

Other Responsibilities:

- Attend all-staff meetings.
- Maintain a budget for areas of oversight, and work with the Senior Minister and Governing Board during the annual budget process to indicate financial resources needed for the adequate performance of the work.
- Collaborate with the Office Administrator on identifying the most productive workflows and divisions of duties between the Communications & Digital Ministry Specialist and the Office Administrator regarding the ongoing production and maintenance of regularly occurring communications media such as bulletin announcements, all-church emails, and newsletters.

Minimum Qualifications:

- Good written and oral communications skills
- Proficiency with Microsoft Office (especially Word and PowerPoint)
- Proficiency with social media, especially Facebook, Instagram, Twitter, and YouTube
- Ability to learn, on one's own, new skills, processes, and technologies as needed

Preferred Qualifications:

- Knowledge of WordPress or similar CMS
- Knowledge of Constant Contact or similar email distribution platform
- Knowledge of Microsoft Publisher
- Knowledge of professional-level graphics and design software, such as Adobe Creative Suite or similar
- Knowledge of video technology and video editing software

Core Competencies:

- ***Missional and faith identity support:*** Demonstrates full support of the mission, values, and faith orientation of the Storrs Congregational Church UCC as a welcoming, historic, and progressive Christian faith community in the mainline Protestant Reformed tradition. Unreservedly supports the church's identity as an Open and Affirming (i.e. LGBTQ+ affirming), Just Peace, and Accessible to All congregation.

- **Interpersonal Skills:** Demonstrates the ability to lead others. Demonstrates the skills of active listening and openly accepts criticism. Productively engages and resolves interpersonal conflict. Holds others accountable in a spirit of love. Models and maintains healthy boundaries in all aspects of the faith community life and in all relationships within the community of faith. Engages people positively, with a demeanor of optimism and abundance.
- **Intuition and self-direction:** Perceives others' needs and creatively seeks solutions, without direct instruction or pre-established processes. Adequately prioritizes competing demands on time and energy. Explores new projects and new learning needs with an attitude of playfulness and adventure.
- **Synergy and synthesis:** Creates cohesive and consistent output while working with inputs from a variety of parties in varying styles. Successfully translates the raw material of communications requests/needs into outputs that are effective, succinct, clear, compelling, and motivating.

Evaluation and Review

- Evaluated by the Senior Minister through regular informal performance conversations (no less than monthly), quarterly supervision meetings, & an annual performance appraisal.
- The congregation's employment policies and the senior minister's evaluation and review processes are overseen and supported by the Ministry-and-Personnel Committee of the Governing Board (However, the Ministry-and-Personnel Committee does *not* engage in direct supervision or evaluation).

Office Arrangement

- An office will be shared with the Director of Faith Formation, with separate workstations provided for each position (including desktop or laptop computer, office telephone, email account, and other IT support).
- The Office Administrator will provide basic office/administrative assistance and support services.

Compensation & Benefits

- Annual Salary: \$15,600 (\$20/hr equivalent for expected work hours)
- Paid vacation leave T.B.D.
- 1 week (or equivalent) paid leave for continuing education / professional development
(Please note, the church is exempt from contributing to federal and state unemployment insurance payments. This means that church employees are ineligible for unemployment benefits related to their employment with the church at the ending of such employment.)

Contact: The Rev. Matthew Emery, Senior Minister
Storrs Congregational Church UCC
2 North Eagleville Rd., Storrs Mansfield, CT 06268
matt@storrsconchurch.org | 860-429-9382 x. 23