

Job Description of Communications Director Spring/Summer 2018

St. David's Mission Statement

“St. David's is a diverse worshipping community of believers, unified in Jesus Christ and empowered by the Holy Spirit to receive and share God's love, hope, joy, vitality, and vision as we serve others.”

St. David's Core Values

- *Faith*: Believing in God the Father, the Son, and the Holy Spirit as articulated in Scripture and the Baptismal Covenant and lived out in prayer and worship.
- *Learning*: Deepening our relationship with God through education, reflection and application.
- *Diversity*: Welcoming in the spirit of the New Covenant all people who are seeking God.
- *Serving*: Doing God's work in the world by serving others.
- *Tradition*: Honoring the Anglican heritage as well as our history of civic engagement in Austin since 1848.
- *Participation*: Encouraging all parishioners to participate actively in our community of faith.
- *Authenticity*: Striving for truth and openness in our relationships with one another.

The Communications Director we Seek

We seek a Communications Director who will embrace a vibrant, creative vision for communications in order to further the mission of St. David's and the Kingdom of God in downtown Austin.

Specifically, this will include:

Strategic Leadership:

Working with the Rector, staff, Vestry and other volunteers, provide overarching strategy for internal and external communications at St. David's including a communications plan that aligns with the goals and priorities of the church's strategic plan.

Communications Identity:

Review and maintain current communications and publication guidelines, be attentive to St. David's corporate identity and have that reflected in all communications. Monitor all church communications for consistency of identity and support fellow staff members in following guidelines.

Scheduling:

Create and maintain a Communications Schedule, based on the liturgical calendar, strategic initiatives of the parish, and ministry events throughout the year as part of the communications and marketing plan.

Video:

Coordinate, oversee and expand the production of videos used to communicate to parishioners and promote St. David's via the web and social media.

Marketing:

Oversee direct marketing, segmenting by population and demographics, both internally and externally.

Assist Communications for Individual Ministries:

Help individual ministries plan and implement their own communication strategy.

Create a "toolkit" for posters and other publications (walls, elevators, bulletin boards) so individual ministries can create their own media that is aligned with St. David's Episcopal Church. Build a system to make sure they are used well and material is timely and rotated often and fairly.

Oversee Print Projects:

Currently this includes: Weekly Looking Ahead, Ministry booklet, Newcomers Guide and Newcomers Cards, Adult formation Brochure, Prayer and Welcome cards, Pledge cards, Event Posters and Postcards, Printed Calendars, (Fall, Spring and Summer), Holiday Worship Posters and bulletin covers, Annual Report and Annual Meeting Handout, Historic Walking Tour brochure, Letterhead, Business Cards, Notecards, Logos.

Oversee Electronic Newsletters:

Currently this includes: General Weekly E-newsletters, announcements about upcoming concerts, performances, speakers, special liturgies, special notices, city events that effect access to the church and memorial services.

Oversee Website Management:

Including but not limited to: Update web content weekly while developing innovative ways to increase web traffic and functionality of the site. Monitor online traffic and report. Debug issues that arise with the performance of the website. Web software updates. Maintain server and domain name subscriptions. Design new web slides and update photos and content on a regular basis.

Social Media:

Amplify use of podcasts, apps, Facebook, Instagram and other emerging social media tools for the entire parish.

Update or oversee St. David's Facebook pages as well as assist other ministry areas in creating and maintaining a social media presence.

Update and oversee Twitter and Instagram posts.

Create and post Podcast sermons and Sunday AM class discussions.

Update and maintain Church's mobile app.

Stay up to date on current social media through reading, webinars, conferences and pursue creative ideas and ways to implement social media tools in ways that benefit St. David's communication.

Media/Community Outreach:

Maintain local and national media lists which are used for sending media advisories and pitching stories to local newspapers, broadcast media, online sites, the Episcopal Diocese of Texas, The Episcopal Church, and national church news outlets such as ENS.

Monitor communications from the Diocese of Texas and the Episcopal Church for information that should be shared with the St. David's community.

Handle all media inquiries and keep track of any news or social media mention of St. David's Austin. Post St. David's events monthly to a handful of community calendars which are vital to the Austin area (ie. 360.com, DANA, Yelp).

Capital Campaign Communications:

Work with the Stewardship Director and the Capital Campaign Committee to create and produce comprehensive communications for the campaign.

Budget:

Create and work within the parameters of an annual budget as well as oversee money allocated to advertising.

Staff:

The work described in this outline is the work of a team of two. Specific responsibilities will be assigned by the Director of Communications based on the communications plan and employees gifts and talents.

The Director of Communications is responsible for supervising and working closely with one staff person.

Reports to:

The Rector of St. David's Episcopal Church