



Job description

COMMUNICATIONS DIRECTOR

Full Time Church Office Employee; Reports to the Senior Minister

Job Overview:

- Lead the design, marketing and communication efforts for events, projects and publications within the church and its different programs.
- Oversee and be “hands-on” with both internal and external communications efforts - actively seeking to foster the church’s mission and improve the “brand” of UUMC. Duties include the graphic design and production of all church-wide collateral materials, the UUMC & UMPEA websites, and all core branding for UUMC
- Enable cross-communication between ministers, staff, ministries, committees, the congregation and the greater Baton Rouge community.
- Understand UUMC’s strategic goals and mission; work collaboratively with program staff and participate in church strategizing.
- Analyze the church’s creative processes, technologies, etc. to determine areas needing improvement/development.
- Effectively communicate creative processes and style guidelines to church staff members and leadership.

Ongoing Responsibilities:

- Helping to cross-support the Church Office / Administrative environment, ensuring that it is adequately staffed for its circumstances and that it operates in total support of UUMC’s ministries; ensuring that the Church Office presents a friendly, positive attitude to church staff, congregants and guests. May be expected to answer phones, provide tech support for special meetings and events or help file when needed.
- Responding to inquiries of the church through email, website, phones and pass on information to the appropriate staff member
- Maintaining and updating UUMC and UMPEA websites
- Coordinating the PR interface between UUMC and external media outlets; making decisions on advertising when necessary
- Utilizing social media tools to effectively communicate UUMC’s message to its congregants and to the greater BR community
- Game Day Parking: Ensure information is displayed on the website, assist the Office Coordinator with graphic creation, distribution and creating signage for all game day events; advertising for available spaces
- Creating bulletins and promotional materials for special events such as concerts, art displays, church member funerals, etc.
- Helping church members with their communication needs in the church
- Creating specific mailings and letters requested by leadership and ministry staff

- Organizing online sign-ups for events etc.
- Coordinating with the Preschool & After School to cross-promote and produce any communications that they may need outside of their own internal communications

Weekly:

- Newsletter (Gathering & Scattering), sent via email; also printed & mailed to those who have requested a hard copy on a bi-weekly basis
- Sunday Bulletin, the liturgical order of service, printed x 140-180
- Ensure all on campus communications are up to date (LED Sign, Door, Welcome Table, Playlister, Socials, Website Calendar) etc.
- Website updates of weekly printed materials
- Set Live Stream Graphics through ProPresenter for Sunday Morning 11 AM Service
- Relaying Joys & concerns to the Congregation and the Community
- Update Playlister as needed with fresh content
- Ensure Planning Center Church Center App (Publisher) is reflecting accurate information
- Update Flowcode with needed information
- Ensure bulletin and needed print and worship materials are placed in the Front Office and Narthex area for Sunday Morning Ushers

Yearly:

- Cast Strategic Vision for Communications in the Area of Evangelism (Inviting), Marketing (Branding for our Mission) and Discipleship (online formation)
- Website Audit: Performing a top-down audit of all design and code for UUMC /UMPEA's websites, checking to ensure site security and make improvements to design and functionality wherever possible
- Refresh the staff on brand standards and communication paths twice a year
- Prepare the communications budget and proposal
- Updating church welcome materials to include only relevant and current information
- Helping to plan and order cost-effective promotional gifts (water bottles, mugs, bags, etc) to be included in guest packets
- Creating fresh visuals and promotion materials for annual stewardship campaign and other yearly promotions
- Design and produce yearly parking passes for all church and UMPEA staff

Job Type: Part-time

Pay: \$38,000.00 - \$40,000.00 per year

Expected hours: 32 per week

Benefits:

- Paid time off
- Parental leave

Ability to Relocate:

Baton Rouge, LA 70802: Relocate before starting work (Required)

Work Location: In person, Monday - Friday, Some Sunday Mornings