

Communications Director

Pluckemin Presbyterian Church is seeking a Communications Director to establish a strategy and communication plan that is essential for the growth, health, and development of the church.

The Communications Director will lead in setting the direction as well as the strategic implementation of all internal and external communications to consistently articulate, enable and fulfill the mission and vision of Pluckemin Church. This individual will be a creative, innovative, strategic thinker and a results-driven team leader and administrator.

Key Responsibilities

- Overseeing all communications for Pluckemin church, including marketing and internal communications, making sure that they are effective and in keeping with our brand.
- Effectively and strategically manage and grow digital communication platforms
 - Social Media
 - Facebook
 - Youtube
 - Instagram
 - Google drive
 - Website
 - Church App
 - Others
- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness.
- Ensure our live stream platform is robust and streamed to all desired markets.
- Provide support for worship enhancements, such as graphics, video clips, sound reinforcement, video recording and streaming.
- Provide people with points of connection to the church throughout the week.
- Build efforts to bridge the online to offline gap between all ministry initiatives.
- Proactively develop strategies to clarify and communicate messaging of the church, in partnership with leadership and ministry teams.

- Create ads and manage budget for online and social media marketing on Facebook, Instagram, and Google Ads for Nonprofits, etc. to boost messages to a wider audience. Research new forms of digital advertising and remain current on digital marketing trends and best practices.
- Develop volunteer teams as deemed necessary to accomplish communication goals.

Reports to: Lead Pastor

Skills or Qualifications

- A heart for the local church, a growing relationship with Jesus Christ and a passion to help others find and follow Jesus.
- Highly collaborative style; experience developing and implementing communications strategies.
- Degree in Communications, media, or related field preferred, or a minimum of 3-5 years' experience in Communications
 - Personal Charisma - A high-profile, energetic leader who attracts and inspires followers.
 - Relational Ability - A "people" person who works well with staff and volunteers of varying personality types.
 - Creativity - An ability to think "outside the box"
 - Generating new ideas without the prompting of leadership.
 - Effectively following through without heavy oversight.
- The desire to lead and develop teams.
- Proficiency in Google Suite, Adobe Suite.
- Great communication and people skills.
 - Constantly making sure you are communicating effectively for our church.
 - Able to comprehend and express our church's heart in an authentic manner.
 - Plugged in to the culture of our church.

Location: Pluckemin Presbyterian Church 279 US 202 Pluckemin, NJ 07978

Work Schedule: Part time, hybrid work environment approximately 25 hours/week

Compensation: \$25/hr

Benefits:

- Two weeks vacation
- Retirement 403(b) plan with match
- Hybrid work environment
- Opportunities for spiritual and professional development