

# Communications Manager



LOOKOUT  
MOUNTAIN  
PRESBYTERIAN  
CHURCH

## **PRINCIPAL FUNCTIONS**

Responsible to manage and direct the internal and external communications of LMPC. Works with pastors and other department leaders to integrate LMPC's brand and identity consistently and coherently throughout each ministry, the church, and the community. Support church pastors, staff, and lay leaders with tools to communicate effectively to their audiences.

## **RESPONSIBILITIES**

### **Lead the Communications Department**

1. Understand LMPC's strategic goals and mission; work collaboratively with pastors, program staff, and lay leaders and participate in strategic planning.
2. Analyze and continually look for ways to improve the church's communications, creative processes, technologies, etc., in order to enhance the congregation and community's experience. Develop processes and systems for information flow.
3. Internally communicate creative processes and style guidelines to other staff members. Serve as "editor-in-chief" for all churchwide communications across multiple communication venues.
4. Provide managerial and planning expertise for the communication requirements of all ministries. Meet at least once a year with each pastor and ministry department in order to gain an understanding of their vision, communication needs and determine the best communication format for those needs.
5. Make decisions in a deadline driven environment in the most efficient way possible.
6. Prepare and oversee the communications budget.
7. Commitment to staying abreast with best practices of similarly-sized churches and other faith based organizations.

### **Oversight and Production**

1. Supervise publication process and communication development for:
  - a. Printed media (weekly bulletins, the newsletter, special bulletins, posters, letterhead, envelopes, etc.)
  - b. Digital media (churchwide emails, digital newsletter, graphic design, TV announcements)
  - c. Website
  - d. Social media (Facebook, Instagram, Vimeo)
  - e. Video (shoot, edit, and manage video production)
2. Oversee the development of the website, ensuring that substantive updates are proofed, and working with staff to meet departmental web needs.
3. Schedule content across platforms.
4. Ensure the website is kept updated and back-ups are stored regularly.
5. Create and manage web forms through the site's CMS.
6. Oversee all communications related to annual or one-time LMPC events or conferences.
7. Serve as liaison with outsourced projects.
8. Supervise the Communications Assistant's maintenance of the current procedure manual of routine tasks.

### **Staff Leadership**

1. Train, supervise and conduct annual reviews for the following positions: communication assistant and graphic designer in consultation with supervisor.
2. Hire and terminate communication department support staff in consultation with supervisor.

**FOUNDATIONAL PRINCIPLES:**

1. A committed and mature Christian whose manner of life is consistent with the faith she or he professes. The ideal candidate will also embrace the reformed tradition (as explained by the Westminster Confession) and be enthusiastic about the mission and vision of LMPC.
2. Maintain a high level of integrity and confidentiality where sensitive information is known.
3. Exhibit excellent interpersonal skills and professional demeanor.
4. Work as a team with the pastors, staff members, officers, committees, and volunteers.
5. Set a high standard of professionalism within this team environment.
6. A bachelor's degree in a compatible area (communications, English, digital marketing, etc.) or previous experience that would be commensurate with a bachelor's degree.

The Communication Director position is a full time (40 hours a week) position with insurance and benefits. A hybrid on-site/remote work schedule can be considered.

Please submit all resumes to [jenniferwelsh@lmpc.org](mailto:jenniferwelsh@lmpc.org)  
Applications will be received through December 31, 2021.

316 North Bragg Avenue  
Lookout Mountain, TN 37350  
423.821.4528  
lmpc.org