

TRINITY LUTHERAN CHURCH  
CAMP HILL, PENNSYLVANIA

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Subject Job Description: Director  
for Communications & Digital  
Media  
Effective Date 01/01/2024  
Committee Administration & Personnel

## **JOB SUMMARY**

The Director for Communications & Digital Media provides leadership and oversight for all for the communications, branding and marketing of Trinity's mission and ministries.

**REPORTS TO:** Lead Pastor

**DIRECTLY SUPERVISES:** Digital Media Volunteers

**EVALUATOR:** Lead Pastor

**STATUS:** Permanent Full-Time

**FLSA:** Salaried Non-Exempt

### **ESSENTIAL FUNCTIONS:**

- Adheres to Trinity's Christ-centered mission, vision, values and guiding principles.
- Provides leadership and oversight for all the communications, branding and marketing of Trinity's mission and ministries.
- Develops a comprehensive communications plan for the congregation and preschool, which conveys a compelling and consistent message through a variety of vehicles including print publications, web, e-newsletters and e-mail campaigns, internal and external advertising, media relations and the use of social networking sites.
- Writes, edits and oversees the design, production and distribution of all publications for the congregation and preschool.
- Creates electronic publications and social media content.
- Develops ongoing digital presence strategy for the church.
- Creates all digital images for Trinity, including presentation slides for announcements, countdown videos, images for the website and social media accounts.
- Recruits, trains and supports communication ministry volunteers.

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- Works with worship staff and volunteers to ensure presentation media is ready for worship and other special events, including all livestreamed events.
- Coordinates and produces electronic announcements.
- Develops and maintains internal and external building signage.
- Monitors costs for various communications activities, such as printing costs, internet support provider (ISP) fees, newspaper fees, radio costs and television costs
- Acts as contact person for web hosting services and manages contracts as needed.
- Coordinates with outside printing companies as needed for projects.
- Photography and videotape production, including editing, for all in-person and livestreamed events.
- Establishes relationships with news media, seeks opportunities for local media coverage, and produces press releases when needed.
- Serves as advisor to the Publicity & Communication Ministry Team
- Trains staff and volunteers on best social media policies and practices
- Creates, manages and improves content for each social media network, updating Trinity staff as necessary.
- Promotes and tells the story of Trinity Camp Hill on social media.
- Develops new marketing channels for the church.
- Develops a culture that encourages sharing on social media amongst both the staff and the church members.
- Supports and facilitates digital media for faith formation ministries.
- Oversees all social media channels of Trinity through 24/7 monitoring of both content from the church channels and response from the social media audience to ensure each channel is getting largest reach possible.
- Maintains the username and passwords for the social media networks along with who has access to them.
- Oversees and manages volunteers who assist in social media.
- Regularly advises church leadership on areas in social media.

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- Gives church leadership regular updates on social media metrics.
- Updates the website, when necessary, with new images and content, ensuring all the information on the website is up to date.
- Updates the weekly eblast with new images and content.
- Works with the office staff to establish mechanisms for the timely receipt of information in an appropriate format for inclusion on the websites.
- Ensures that all information posted on the website is appropriate and pages are created and maintained according to branding standards.
- Monitors use and trends and provides reports to appropriate staff and teams.

**OTHER RESPONSIBILITIES:**

- Participates regularly in training conferences and study for continuing personal and professional development.
- Participates in staff meetings and retreats.
- Performs other duties as may be assigned by the Lead Pastor.

**MINIMUM QUALIFICATIONS:**

- Bachelor's degree or equivalent experience
- Two years' experience desired
- Computer proficiency in MS Office Suite
- Strong organizational skills

**PHYSICAL REQUIREMENTS:**

- Ability to communicate orally and in writing.
- Ability to listen to staff, members, and community.

## CORE COMPETENCIES:

- **Teamwork**

Works well with others. Cooperates and maintains positive attitude as part of a team. Recognizes and respects other's point of view. Displays willingness to help outside area of responsibility.

- **Communication**

Expresses oral and written ideas clearly. Exercises good listening skills and requests clarification if unsure how to proceed. Keeps employees and colleagues informed. Respects and protects confidential information. Presents information in a clear and concise manner.

- **Problem Solving**

Considers alternatives and possible consequences before making decisions. Reduces problems into manageable segments. Knows when to seek help with a problem resolution.

- **Job Knowledge**

Demonstrates competence in technical knowledge and skills. Proficient in using established techniques and procedures, references, materials and equipment. Keeps current with new developments in technology and office operations.

- **Planning & Organizing**

Identifies and organizes projects and resources to meet objectives. Determines priorities and anticipates contingencies. Completes assignments in a timely manner according to priorities and requests.

- **Integrity**

Shares complete and accurate information. Maintains confidentiality. Adheres to organizational policies and procedures. Meets own commitments.

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## ACKNOWLEDGEMENT

I have reviewed this job description and I understand all my job duties and responsibilities. I am able to perform the essential functions as outlined. I understand that my job may change on a temporary or regular basis according to the needs of my location or department without it being specifically included in the job description.

If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my immediate supervisor or a member of the Human Resources staff.

I further understand that future performance evaluations and merit increases to my pay are based on my ability to perform the duties and responsibilities outlined in this job description to the satisfaction of my immediate supervisor.

I have discussed any questions I may have had about this job description prior to signing this form.

\_\_\_\_\_  
Staff Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date