

TRINITY LUTHERAN CHURCH  
CAMP HILL, PENNSYLVANIA

Number 1.20.25  
Subject Job Description: Director  
for Communications  
Effective Date 01/19/2024  
Committee Administration & Personnel

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### **JOB SUMMARY**

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

**REPORTS TO:** Lead Pastor

**DIRECTLY SUPERVISES:** Director of Digital Media, Webmasters

**EVALUATOR:** Lead Pastor

**STATUS:** Part-time (20 hours)

**FLSA:** Hourly Non-Exempt

### **ESSENTIAL FUNCTIONS:**

- Adheres to the church'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 church 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 church and preschool.
- Provides oversight of electronic publications and social media.
- Recruits, trains and supports communication ministry volunteers.
- Works with worship staff and other volunteers to ensure presentation media is ready for worship and other special 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.

- Coordinates with outside printing companies as needed for projects.
- Oversees photography and videotaping needs.
- 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

**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:**

- Working conditions are normal for an office environment.
- Travel to purchase supplies or to attend off-site events could be required.
- Ability to lift up to 25 pounds.

**CORE COMPETENCIES:**

- **Teamwork**

Works well with others. Cooperates and maintains a 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.

**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, with or without reasonable accommodation. 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, and based upon the financial condition of the church.

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

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

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date