



*Living God's Word,
Sharing God's Love*

DETAILED MINISTRY DESCRIPTION

Communications Team Leader

Title

Communications Team Leader.

Purpose

The church's communication coordinator serves two main audiences: (1) church members, ensuring that they are aware of the events and activities taking place at the church, and (2) the local media and the greater community, ensuring that they're also aware of church events and activities, as well as providing human interest feature ideas, and arranging for pastoral staff to comment on other news events that affect church life or Christianity in general.

Responsible to

Senior Pastor, Church Council.

Description of duties

- Provide public relations and publicity about the activities of the church to the community.
- Create effective publicity for events of interest to the larger community.
- Ensure that the church facility has adequate exterior signage so that the community is aware of the church.
- Arrange for advertising of regular church services in local newspapers, telephone directories, publications for out-of-town visitors, highway signs, etc.
- Encourage participation by the church in local festivals, parades, other community events.
- Encourage pastors and church leaders to be involved in and/or speak to local organizations.
- Oversee development of a church Web site.
- Report church activities to local media through press releases/public service announcements.
- Arrange for local media to interview pastoral staff members during times of crisis or to comment on local angle of national religious stories.
- Invite local media to cover human interest stories related to church events; for example, church service projects to senior adults or single moms, youth events, Easter egg hunts, etc.
- Create a "press kit" so that local media representatives have information on the church, pastoral staff, the church's ministries, and beliefs, etc.
- Publish (or delegate to a newsletter editor) a newsletter to keep church members informed of upcoming activities.

- Create an announcement board in the church foyer to highlight church activities, to post photos of recent events, and to make members aware of church publicity in local media.
- Assist pastoral staff, ministry directors, and volunteer ministry leaders with the creation of flyers, ads, and other promotional materials.
- Prepare a budget request for the Communications Team for the coming year.

Budget Responsibilities

Prepare the annual budget for the Communications Team with input from the team members.

Annual Charge Conference Attendance

The annual Charge Conference meeting is an important connectional meeting between our church and the conference. You should make every effort to attend this meeting. If your position requires that you report to the Charge Conference, make preparations for this report well ahead of the meeting date.

Time requirements

Some duties require recruiting of other volunteers to assist with specific projects (such as the Web site or church newsletter); others can be done over an extended period of time, agreeing with your supervisor on deadlines (such as creating a press kit or creating an announcement board); still others may occur on an “on call” basis as media cover events at church or you’re asked to arrange an interview with a pastoral staff member. Depending on the size of the church, the time requirements could vary from just an hour or two per week to a full-time position. If this remains a part-time position, two or more people can divide responsibilities (for example, one might handle internal communications and another external communications and media representation).

Term

Serve for one year, with the option of extending by one-year terms if desired.

Training and resources

- Cokesbury Guidelines: *Communications* – An electronic copy is available on the LUMC Equipping Ministry webpage.
- Attend workshops and seminars, particularly those with classes covering writing skills, public relations, Web design and desktop publishing.
- Enroll in individual classes at a local community or technical college.
- Network with people holding similar positions at other churches (both locally and nationally).

Background Check

Required for this position.

Ministry Description Updates

It is your responsibility to review this ministry description at least once each year for changes and updates. The Leader Orientation Meeting that is held in January is a good time to do this. You are also responsible for updating the ministry description for your team members if one is available. Your team members should provide input for those updates.

Qualifications, skills, and gifts

- Good verbal and written communication skills.
- Experience with reporting.
- Familiarity with local news media and other publicity outlets.
- Ability to produce creative communications.
- Possess one more of the following spiritual gifts:
 - Administration (D)
 - Knowledge (D)
 - Wisdom (D)

* R - Required; D - Desirable

Benefits to the Servant

Satisfaction that you have helped members of the congregation be aware of the many valuable activities and events of the church; helped the greater community be aware of the great ministries and services offered by the church; this can be a great outlet for someone with unique mix of creative gifts and organizational and administrative skills.