

## Communications and Outreach Specialist Position Description

Reports to: Pastor/Head of Staff

Status: Part-Time/Contractor not to exceed 19 hours a week

### Job Summary

The Communications and Outreach Specialist is responsible for maintaining and implementing the external and internal communications and outreach strategies for Potomac Presbyterian Church. This includes coordinating the online and in person communications and outreach.

### Essential Functions

- Maintain and update the church website, outdoor sign and banners
- Start and oversee PPC's social media presence on Facebook, YouTube, Instagram, Twitter and other relevant platforms
- Coordinate and publish the monthly Steeple to People newsletter and weekly emails to the congregation
- Input ProPresenter materials for weekly worship
- Expand the outreach and online presence while enhancing marketing of the church
- Leverage platforms and resources to connect digitally with the community and determine effectiveness of that digital connection

### Other Responsibilities

- Assist and support Committees to develop and implement communication strategies consistent with the broader church communication. For example, suggest strategies for maximizing online worship engagement with both regulars and those who may be visiting, inquiring or seeking.
- Attend staff meetings and be available some Sundays for live social media posts
- Perform other duties as may be requested by the Pastor/Head of Staff

### Core Competencies

- *Spiritual Maturity*: Practices a dynamic life of Christian faith; shows strong personal depth and spiritual grounding in the Reformed Tradition; is seen by others as trustworthy and authentic.
- *Interpersonal Skills*: Establishes good working relationships with others who are relevant to the completion of work; is approachable and works well with people at all levels of the congregation; considers the impact of his/her actions on others; uses diplomacy and tact.
- *Collaborative*: Engages staff and volunteers in discussions about ideas, plans and goals. Works with volunteers to facilitate the sharing of gifts and talents toward a common purpose. Deals with conflict in a constructive manner. Ensures good communication among team members. Promotes group goals ahead of personal agendas; shares credit for success with others; takes responsibility for his/her part in any shortcomings.
- *Creativity*: Enjoys fresh and engaging ways to express the PPC vision of "Caring for ALL with Faith, Hope & Love"; skilled with Microsoft Office and graphic design

**Qualifications**

- BS or AS in marketing and communications
- Proficiency in ProPresenter and MS Office Products
- Experience in Graphic Design
- Two years relevant experience

**To Inquire or Apply:**

Send an email with qualifications and contact information to [admin@potomacpresbyterian.org](mailto:admin@potomacpresbyterian.org)

**Compensation:** Hourly \$20 - \$25

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