

JOB DESCRIPTION – Communications Manager for Visual Arts & Social Media  
VIENNA PRESBYTERIAN CHURCH

ADMINISTRATIVE

CREATED: December 2021

POSITION TITLE: Communications Manager for Visual Arts & Social Media

CLASSIFICATION: Non-exempt, part-time

REPORTS TO: Director of Operations

DIRECT REPORTS: None

COMMITTEE, BOARD AND OTHER RELATED MEMBERSHIPS: None

SUMMARY OF THE POSITION

Responsibilities include: leverage VPC's digital presence and platforms to create meaningful connections with others while telling the stories of the Church through non-traditional mediums, engage the online community as both an extension of and an integral part of our physical church community, manage volunteer ministries associated with online church service, monitor metrics for online church service and create/manage the strategy to encourage watchers of online church services to engage and move through their spiritual journey and to attend in-person church service, and be responsible for social media presence across all platforms.

MAJOR TASKS, DUTIES AND RESPONSIBILITIES

ESSENTIAL FUNCTIONS

- Develop a digital/social media ministry vision and comprehensive strategy for the in-person and online communities.
- Assess VPC's digital marketing environment, audience profiles and requirements, and define communication objectives applicable to current and future digital channels of VPC.
- Control the online worship tools and technology to meet and engage the people who are watching online.
- Monitor online reviews, posts, and comments, responding quickly with thoughtful, grace-filled replies.
- Create compelling digital experiences for both the in-person and online communities to discover what VPC is about (e.g., Facebook Ads, special online events, Zoom connections, other social media techniques).
- Work with VPC's Communications Manager on a day-to-day basis to execute VPC's digital/social media strategy.
- Build and supervise a team of volunteers to serve as Sunday online hosts.
- Write/create necessary content for online platforms, including scripts and stories, for online offerings as well as social media outreach to drive online engagement that points people to Jesus.
- Collaborate with Ministry Directors to measure engagement and ensure alignment with VPC standards and best practices in all areas of ministry.
- Filter a wide array of possible solutions into a concise digital plan within our church's budget.
- Display excellent customer service, organizational skills and follow up.
- Create social media content that helps engage our brand identity and message.
- Stay current and continuously evaluate online platforms, technological trends and innovations as a basis to recommend changes in VPC digital processes and related outreach.
- Other duties as assigned.

## WORSHIP MEDIA MINISTRY

- Work with worship planning and other staff to prepare all slides, announcements, graphics and video for worship services (in-person and online).
- Using themes, videos and specific designs to help support, enhance and create a better worship experience.
- Work collaboratively with the audiovisual team to ensure seamless streaming services for Livestream and Church Online Platform (CHOP).
- Create video vignettes for each area of ministry to stay connected to the community as well as to tell a story, celebrate, and highlight each area of ministry.

## SOCIAL MEDIA

- Build a social media plan, create content and schedule posts.
- Serve as the administrator for church social media accounts (Facebook, Twitter, Instagram YouTube & Vimeo)
- Post and reply on social media professionally as the voice of the church.
- Create, implement and track digital media campaigns for multiple ministries.
- Analyze social media trends and metrics, such as new user growth, fan likes, comments and shares, and report these numbers on a weekly basis.

## QUALIFICATIONS

- Strong people skills with a gift for clear and appropriate communication
- Minimum five years' related experience or social media manager role
- Affirm the values, vision, and mission of VPC and is willing to be guided by them
- Bachelor's degree or equivalent experience in Visual Arts and/or Communications
- Excellent marketing and promotional skills
- Excellent design and graphic arts skills
- Mastery of Adobe Suite, Photoshop, Illustrator InDesign
- Computer knowledge and skills including MS Office, Outlook and Publisher, Zoom, WordPress, Facebook, Linked-In, Instagram, Twitter, YouTube and other apps that become popular.
- Experience in video production, editing, and photography. Knowledge of Adobe Creative Cloud and Premiere Pro and/or other video editing software preferred.
- Good understanding of database mining and demographic marketing
- Excellent organizational and time management skills; ability to consistently meet deadlines
- Non-profit experience

## WORKING CONDITIONS

The working conditions of the Communications Manager for Visual Arts & Social Media are those of a normal office environment and may include some evening and weekend hours. The physical demands are those necessary to successfully perform the essential functions of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.