

# Lewinsville

*Presbyterian Church*

Job Posting

## COMMUNICATIONS AND LIVESTREAM MANAGER

### ***Who We Are:***

For 178 years, Lewinsville Presbyterian Church has been an active, vibrant, and committed suburban faith community whose purpose has always been “to love and serve God by responding to human need.”

In the journey to fulfill its purpose, Lewinsville has initiated many projects, including the founding of two senior living facilities, partnering with local charitable organizations to meet the needs of low income and homeless communities, and supporting nearly 100 mission projects at home and abroad. Lewinsville has also been designated an “Earth Care Congregation,” committed to stewardship of the environment. Lewinsville aspires increasingly to become involved in combating systemic racism and inequality.

Lewinsville has always been among the first churches in the National Capital Presbytery to embrace new technology, thus enabling us to reach new audiences through our state-of-the art communications facilities. Lewinsville Presbyterian Church is a member of the [Presbyterian Church \(USA\)](#) denomination.

### ***The Opportunity***

As the Communications and Livestream Manager, you will be responsible for member communications and external communications in various media formats as well as involvement in production duties for our live stream broadcasts.

Working closely with program staff, and reporting to the Associate Pastor for Christian Formation, you will be a key partner in the church’s ministry both to the congregation (member communications) and to the community we serve (external communications). We offer an outstanding work environment, excellent benefits, and the opportunity to work in suburban Northern Virginia with a small and congenial staff of professionals.

### ***What You Will Do:***

You will help develop strategies for enhancing connection and engagement between Lewinsville and the Northern Virginia community, ensuring our congregation remains informed about and connected to our ministry and mission — and you will bring these strategies to life through a variety of effective and impactful communications activities.

You will get to know the members and participants in Lewinsville's ministry – their hopes, needs, dreams, and concerns. You will be proactive in seeking out stories about the church's ministry and in developing creative ways to communicate those stories. You will collaborate with other staff and ministries of the church in support of their communication needs. In addition to implementing new and creative outreach communication strategies, tactical areas of responsibility will include:

- Be the primary point-of-contact with our website company daily, providing instructions, information and text to be used for upcoming events and website pages
- Oversee the livestream of worship services
- Work collaboratively with staff on creating a monthly and annual calendar of events
- Work with our outside consultant on a monthly plan for all social media posts
- Envision and request graphics designs for member and external communications
- Design, produce, and deploy other visual communications assets (e.g., outdoor banners, slides displayed on screens in various church settings, etc.)
- Advertise church events on local media platforms
- Manage the church's video channels (including YouTube), including simple video editing occasionally
- Create and deploy email and print updates concerning the life and ministries of the church
- Create and produce other online and print materials such as the Annual Report, Annual Photo Directory, flyers about church programs, and other media as requested
- Create and manage the annual communications budget

***Who You Are:***

You are a creative, resourceful and experienced communications professional with a heart for connecting with and ministering to people — both inside the church and outside in the community. You are a self-starter who is capable of managing multiple projects simultaneously and a flexible, strategic thinker. You have strong written and digital communications skills and enjoy working as part of a ministry team and as a solo communications practitioner.

The successful candidate will

- Show initiative in getting to know the congregation
- Be flexible, open-minded, and able to adapt to change
- Open to learning and understanding Presbyterian worship and processes
- Demonstrate strong organizational skills
- Have excellent writing and analytical skills
- Display an aptitude for digital platforms and databases, including Microsoft Word and Excel
- Ability to work both in a team situation or autonomously
- Be a quick-learner and open to receive training on various digital platforms as needed

- Ability to work regularly on Sunday mornings from 9:00 am to 1:00 pm as a part of a 40-hour work week

### **Required Experience**

- Bachelor's degree or relevant work experience
- 3 years of relevant work experience

### **Compensation & Benefits**

- Minimum annual salary: \$65,000 – You'll want to talk with Phil Cooke for recommendations about a number to put here
- Fully paid health insurance
- 403B contribution
- Disability insurance
- Vacation & sick Leave

### **Additional Application Guidance**

Applicants from our local metropolitan Washington DC area will be considered. Regular work duties are completed mainly on-site but may also be done remotely on occasion.

Applicants should send a cover letter indicating why you are a good match for this position and a resume.

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## **Overview of Scope of Work**

### **Full-Time Communications Staff Member**

#### **Website & Social Media Duties:**

- Be the primary point-of-contact with JohnnyFlash Productions, the company which handles most website updates and social media posts, providing instructions, information, and specific text to be used for upcoming events and website pages as needed on a weekly basis.
- Work collaboratively with JohnnyFlash Productions on a monthly plan for all social media posts.
- Upload weekly bulletin, provide complex forms when needed using Wufoo Forms (or similar software), add photos into new photo albums on the church's Flickr account.
- Monitor all pages of the website; alert JohnnyFlash when a page needs an update
- Add photos of Lewinsville events to social media platforms in a timely fashion when such occasions arise.
- Working with the Communications Ministry Group, assess various social media platforms; add/delete accounts as needed and collaborate when website redesign occurs
- Update/Add page for Memorial/Funeral services when requested (see below).
- Worship service duties as described below.

#### **Live Stream Duties:**

- Create and distribute weekly Annotated Bulletin (and as needed for extra services) for the Audio Visual Team, providing directions for best use of cameras and microphones. This is a "director" role to help make our live stream interesting and professional.
- Create and distribute to AV Team overlay slides (using the weekly bulletin) for each worship service, providing our online viewers words to hymns, sung responses, antiphonal spoken responses, and unison prayers as well as titles of preludes, offertories, anthems and postludes.
- Update/Create Live Events on Vimeo.com, our live streaming service, weekly and as needed. Established live events are required for each weekly worship service, any funeral/memorial service as requested, and other events such as Holy Happy Hours and other concerts.
- Work with a Live Stream committee to help make our live streams as professional as possible; explore possibility of upgrading/adding new equipment as funds allow. Manage Livestream equipment and Livestream contracts, making sure equipment is in good condition and ready for livestream needs.
- Archive worship services on the website every Monday and update two web pages for the next week's service. On YouTube, tag each worship service and other Lewinsville videos liberally to drive search results to Lewinsville.
- Track viewer stats for worship services and other videos created by Lewinsville on Vimeo, YouTube, PhoneLiveStreaming, and/or Facebook. Issue report to Session monthly.

**External Publicity:**

- Write ad copy for each upcoming event at Lewinsville and send to local online and print media, meeting media deadlines. Decide which events can be sponsored for small dollar amounts.
- Prepare monthly schedule for outdoor banner display, working with staff. When new banners are needed and can be afforded, work with JohnnyFlash for graphic preparation prior to placing orders.
- Write press release for local and online and print media when Lewinsville has a story to tell. This happens only occasionally.

**Internal Communications:**

- Working in collaboration with office coordinator, prepare the weekly worship bulletin for all worship services; print and post online.
- Working in Collaboration with office coordinator, design and prepare regular weekly email updates for the congregation and interested parties using MailChimp. Such emails may include the Monday Message, the Prayer List, information about the Wednesday Bible Study, a Thursday Update, an occasional email about mission outreach opportunities or needs, and concert series announcements.
- Prepare BrightSign slides for the eight BrightSign players at Lewinsville associated with screen displays. Update weekly or more using BrightAuthor software while on the Lewinsville network.
- Design and prepare the Lewinsville quarterly newsletter, or work in collaboration with the Communications Ministry Group and other Lewinsville staff to design new ways to send out information to the congregation on a regular basis.
- Prepare print-version Photo Directory annually. Format new photos as submitted for both print and online database use.
- Design and prepare brochures and other materials as requested by program staff, such a Music Ministry hand-out, Christian Education program year brochures for various ages, concert series, etc.

**Budget:****Simple Video Editing:**

- For videos created by Lewinsville, trim each end as needed before uploading to the church's YouTube channel. Add videos to website. Such videos may be the regular Monday Message, a recorded Adult Education class or Faith & Public Policy events.

**Session Support:**

- Provide Clerk of Session with viewer statistics for worship services and other videos

**Other:**

- Troubleshoot issues with screens and other communications technology at Lewinsville as needed
- Attend staff meetings
- Working in collaboration with the Communications Ministry Group, prepare the annual Communications budget for submission to Finance and Session each year.
- Confirm payment of invoices within the Communications budget
- Track budget expenditures for each Communications budget line item.
- Other duties as assigned

**Competencies Needed:**

- Experience with Microsoft Word, Excel, and Publisher required
- Experience with an email marketing platform such as MailChimp helpfulData
- Ability to learn database entry and report retrieval
- Comfortable learning how to post information on the website
- Familiar with social media marketing
- Ability to think creatively about graphic presentations and displays
- Ability to use graphics created by others for BrightSigns and other media
- Ability to work collaboratively with staff, contractors, and church members
- Open to understanding Presbyterian worship and processes

	Daily	Weekly	Monthly	As Needed Annually
<b>WEBSITE/SOCIAL MEDIA</b>				
Johnny Flash Point person; monthly plan for social media posts	XX	XX	XX	
Collaborate with staff and congregants re: social media posts		XX		
Upload bulletin, create forms, add photos to directory, memorial fund/funeral updates		xx		xx
Monitor all pages of website		XX		
Collaborate with Communications Ministry Group re: social media accounts & future web design			XX	
Update Memorials/funeral page as needed				XX
<b>LIVE STREAM</b>				
Create annotated bulletin for video team		XX		
Create Overlay slides (hymn lyrics, etc)		XX		
Update/create live events on Vimeo (worship and funerals, etc., as requested)		XX		xx
Collaborate with Live Stream Committee				xx
Archive worship services @ Monday; update two web pages for following week's service		xx		

Create viewer stats report			XX	
Tag worship services/other videos on YouTube		Xx		
<b>EXTERNAL COMMUNICATION</b>				
Create ad copy to send to local online and print media in a timely manner for all Lewinsville events. Decide which events should be “boosted” as the budget allows.			XX	
Prepare banner display schedule; work w/Johnny Flash when new one needed; place order			XX	XX
Press Releases as appropriate				Xx
<b>INTERNAL COMMUNICATION</b>				
Design/prepare/transmit weekly email updates	XX	XX		
Prepare weekly worship bulletin		XX		
Create BrightSign slides; update as needed		XX		
Design/prepare/distribute newsletter			Xx	
Prepare print version of photo directory (annually)				Xx
Design tri-fold brochures as needed				XX
Prepare Annual Report				Xx
<b>SESSION SUPPORT</b>				
Prepare annual statistical report for Presbytery				Xx
<b>BUDGET</b>				
Collaborate w/Comm Ministry Group to prepare committee annual budget.				XX
Authorize payment of invoices as needed		XX		
Track budget expenditures for Comm line items		XX		
<b>SIMPLE VIDEO EDITING</b>				
Trim LPC videos and upload to YouTube		XX		
<b>OTHER</b>				
Trouble-shoot/fix issues with screens at Lewinsville				XX