

## ST. MARY'S EPISCOPAL CHURCH

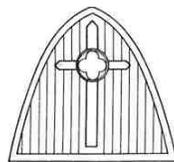
### **Director of Communications, St. Mary's Episcopal Church**

St. Mary's Episcopal Church in Goochland, Virginia is seeking a person who feels called to serve as Director of Communications and to share in the ministry of our parish. St. Mary's is a community of over 1500 members in the West Richmond Region of the Episcopal Diocese of Virginia. The Director of Communications is responsible for working alongside our rector, clergy, staff, and lay leaders to tell our church community's story in the larger context of God's story and how this community is carrying out God's work.

The Director of Communications is primarily responsible for creating, managing, and leading the day-to-day communications that are consistent with the brand identity and mission of the church, in addition to, larger campaigns throughout the year.

#### **Principal Responsibilities:**

- Develops the strategies for organizational communication, ensuring that all events, brochures, advertisements, announcements, etc. communicate the vision and mission of the church.
- Collaborate with Rector, staff, and ministry leaders to create clear and succinct communications.
- Oversees the production of all communications including, but not limited to: publications, videos, directories, signage, brochures, reports, giving requests, social media posts, stationery, and all other collateral materials, including the proofing and production of all materials, to ensure that they are consistent with the branding identity and mission of the church.
- Writes, edits, and oversees the design, layout, and production of seasonal mailers, the weekly printed bulletin insert newsletter, and weekly e-newsletters emphasizing points of connection where our members and newcomers may engage with us in ministry.
- Regularly maintains the church's website and social media accounts, keeping them fresh, inviting, focused on the mission, and easy to access.
- Designs and oversees the placement of the signage around the campus, reflecting events and seasons taking place as well as the church's mission and values.
- Is regularly present at least two Sundays a month, and as needed, to connect with members, to see our ministry in action, and to research current and future topics for publicity.
- Visits with ministries on a regular basis, researching current and future topics for publicity, helping these ministries to communicate within the larger context of the whole community.
- Works collaboratively with staff and volunteer leaders to create campaigns that attract, invite, and welcome newcomers.



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- Communicate urgent/crisis updates to the church community in real-time, including weather alerts.
- Act as St. Mary's photographer, capturing moments big and small around campus including on Sunday mornings and other ministry events and activities.

### **Qualifications and Key Skills:**

- Bachelor's degree in journalism, marketing, communications, or a related field or relevant experience in marketing and communications.
- Impeccable attention to detail and strong organizational skills.
- Exceptional written and verbal communication skills.
- Ability to work collaboratively within a highly productive team to meet group objectives.
- Ability to manage multiple priorities and deadlines.
- Working knowledge of maintaining websites and ability to edit and make updates in WordPress.
- A working knowledge of social media (especially Facebook and Instagram) and the ability to implement, maintain, and monitor all social media sites.
- An ability to proof and manage the production of publications, directories, brochures, reports, giving requests, stationery, and all other collateral materials and ensures that they are consistent with the branding identity of the organization is required.
- Creative eye for capturing visual content in photography
- Basic graphic design skills and familiarity with programs such as Adobe Suite (InDesign and Photoshop) and Canva
- Possess good working knowledge of Microsoft Office Suite and Adobe Creative Cloud Suite.
- Availability and willingness to work a minimum of two Sundays a month and occasional evening hours, as needed.

All members of St. Mary's Staff work together as a team through mutual support; we are resources for one another. The Director of Communications may occasionally be asked to pitch in on projects for the wider parish in addition to their assigned duties.

This is a full-time position with competitive compensation and full benefits including health insurance and contributions to the Lay Pension Program of the Church.

Please send a cover letter providing an introduction of yourself along with a resume including at least two references. Please send all materials to:

The Rev. David H. May  
[dmay@stmarysgoochland.org](mailto:dmay@stmarysgoochland.org)