



St. Mary's Episcopal Church

12291 River Road Richmond, VA 23238

www.stmarysgoochland.org

Director of Communications

Overview:

St. Mary's Episcopal Church in Richmond, Virginia is seeking an energetic and motivated Communications Director. This position will be a valuable member of our administrative team, serving 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.

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

The Director of Communications should expect to work 40 hours per week, attending evening and Sunday services most weeks.

Major Goals

- Developing strategies for organizational communication, ensuring that all events, brochures, advertisements, announcements, etc. communicate the vision and mission of the church.
- Collaborating with clergy, staff, and ministry leaders to create clear and succinct communications.
- Preparing bulletins and service booklets for Sunday mornings, evening worship, Evensongs, Wednesday noon service, etc.
- Overseeing 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.
- Writing, editing, and overseeing 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 maintaining the church's website and social media accounts, keeping them fresh, inviting, focused on the mission, and easy to access.

- Designing and overseeing the placement of the signage around the campus, reflecting events and seasons taking place as well as the church's mission and values.
- Being regularly present at least two Sundays a month, and as needed at other events, to connect with members, to see our ministry in action, to photograph, and to research current and future topics for publicity.
- Visiting ministries on a regular basis, researching current and future topics for publicity, and helping these ministries to communicate within the larger context of the whole community.
- Working collaboratively with staff and volunteer leaders to create campaigns that attract, invite, and welcome newcomers.
- Communicating urgent/crisis updates to the church community in real-time.

Staff and Church Relations

- Report to the Rector for support and supervision
- Attend weekly Liturgy and Staff meetings, monthly Program Staff meetings, and other ministry meetings as needed
- Attend Sunday morning worship as well as Parish Life events.

Minimum Qualifications & Key Skills

- Bachelor's degree and/or 4+ years of relevant experience in journalism, marketing, communications or related field
- Church communications, especially Episcopal, experience is desired
- Diligent attention to detail and organizational skills
- Strong proficiency in copy writing
- Proficiency in photography and simple video editing
- Strong knowledge and skill in social media and creating a coherent brand
- Proficient in Microsoft Office Suite
- Knowledge of Constant Contact, general website management, Adobe Suite, and Canva is desired
- Relationally gifted and passionate about authentic connection
- Able to take initiative while also seeing the value in seeking counsel from others

Compensation

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.

To Apply

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. Daniel J. Reeves (dreeves@stmarysgoochland.org)