

Director of Communication and Outreach

Job Description

Position Summary: Grounded in the mission and guiding principles of Bethany Lutheran Church, the Director of Communication and Outreach will be responsible for organizing and coordinating communication for the church. They will be responsible for Bethany's online presence and branding. They will coordinate volunteers and manage the member database.

Bethany's Mission Statement: "We reflect Christ in Message and Action."

Bethany's Guiding Principles

Jesus Christ is Lord and Savior.

We welcome and invite everyone.

We worship God as Father, Son, and Holy Spirit through Word and Sacrament.

We joyfully give with generosity and open hearts.

We grow and share our faith through teaching and learning God's Word.

We faithfully serve our wider community and world.

General Purpose of Position

Full Time Position (40 hours per week) – To facilitate and implement the communication, organization and outreach of Bethany Lutheran Church.

Organizational Relationship and Supervision

The Director of Communications and Outreach will report to the Senior Pastor.

Communication

1. Branding – To facilitate the development of a cohesive brand for the church.
2. Coordinate church's internet presence through social media (including Facebook, Instagram, website and other media platforms).
3. Coordinate and oversee churchwide communication, including things such as Wednesday Words (our weekly email), stewardship mailers, phone calls, and meetings.
4. Design visual communication such as banners, bulletin board, post cards, signs, etc.

Organization

1. Oversee maintain administrative areas of our church member database which includes membership records, mailing lists, and milestones.
2. Publish weekly worship bulletins and leaders' guides.
3. Coordinate Volunteers
 - a. Develop and keep records for procedures and training for volunteers.
 - b. Send weekly volunteer reminders.
 - c. Oversee network of volunteers and resolve schedule conflicts.
4. Community and Event Organizing
 - a. Assist in coordinating church events
 - i. Weddings, Funerals, Baptisms
 - ii. Community Events such as Trunk or Treat, Ice Cream Social, God's Work our Hands Sunday, etc.
5. Be a liaison to Corporate IT (our IT company).

Welcome and Outreach

1. Help develop an outreach and communication strategy for visitors of the church.
2. Engage and introduce the larger community in the ministries of Bethany Lutheran church.
3. Assist the church in maintaining a warm and welcoming atmosphere.
4. Network with local business groups, chamber of commerce and other community organizations.

Expectations

1. Ability to maintain confidentiality.
2. Ability to multitask.
3. Collaborate with pastors to develop effective ways to communicate within the congregation and staff.
4. Maintain consistent office hours with some flex hours.
5. Attend staff meetings.
6. Participate in church activities as needed, which may include weekends.
7. Attend continuing education as needed.

Qualifications

1. Embrace Christian discipleship that is theologically compatible with the Evangelical Lutheran Church of America (ELCA).
2. Bachelor's degree helpful
3. Church leadership experience or nonprofit experience would be a plus, but not required.
4. Effective communication and conflict management skills
5. Effective technology skills including proficiency in Microsoft Office programs.
6. Knowledge of database systems would be a plus, but not required.
7. An enthusiasm and interest in working as a team.
8. Self-motivated and able to follow through with projects.
9. Strong organizational skills.
10. Communications background
11. Community organizing background would be a plus, but not required.
12. Spanish speaker would be a plus, but not required.

Interested applicants should submit a cover letter and resume to: frontdesk@bethanylc.com by September 30, 2020

Bethany Lutheran Church
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