



COMMUNICATIONS SPECIALIST JOB DESCRIPTION

Shoreline Church is seeking an experienced individual to support its ministerial staff and daily church operations by developing and executing communications strategies and systems. This is a part-time hourly position averaging 20 hours per week, which does not offer benefits. This position could possibly be moved to full-time (with benefits) in the future if agreed upon by both parties. This position will report directly to Jason Hayes, our Lead Pastor.

The successful candidate will be self-motivated with professional demeanor and presence, positive attitude, strong work ethic, and excellent communication and interpersonal skills. The individual must be actively growing in their Christian faith. In addition, this individual must be an active partner of Shoreline Church and/or moving towards partnership. He/she must possess strong organizational skills, proficiency in office procedures and methods to ensure work flow, knowledge of Apple computers and software (Google Docs and calendar required; web and social media platforms). This person must be able to multi-task, be flexible in their job routine, work as a team member in a collaborative environment, and relate well to other church staff, congregants and visitors. Salary commensurate with experience and qualification. A more detailed job description for specific duties and required skills is provided on the next page and will also be discussed at the time of interviews.

Candidates should email info@shorelineknex.com and provide their reason for interest in the position, an introduction to the gifts and skills they possess, and a resume. Applications will be accepted until the position is filled. Resumes will be reviewed and narrowed down by our Resource Team at which point our lead staff will then be included in the final interview process.

SPECIFIC DUTIES AND REQUIRED SKILLS

- **Website**
 - Regularly check website to ensure that content and imagery is kept up-to-date
 - Make necessary changes using the SquareSpace platform
 - Facilitate requests for website updates

- **“Between Sundays” Weekly Email Distribution**
 - Aggregate information from staff regarding events and needs
 - Write copy and find/create appropriate graphics
 - Update newsletter in MailChimp

- **Texting**
 - Develop and implement a strategy to begin utilizing texts as an additional method for church communication

- **Social Media**
 - Create content to keep social media feeds fresh and engaging
 - Personally (or by utilizing volunteers) capture quality imagery for social media of Sunday mornings, special events, etc.
 - Schedule content using social media calendars, and use analytics to determine what is effective at reaching people

- **Graphic Design**
 - Take design requests and insure completion via freelance designers or templates
 - Ensure all design formats are received.
 - Check all requests and graphics for copy errors and accuracy.
 - Facilitate printing with print companies.

- **Print Pieces**
 - Write copy based on vision and plans established by staff.
 - Work with freelance designers and printers to complete piece.

- **TouchPoint People Management**
 - Gain an understanding of this system in order to access needed information and accomplish necessary tasks.
 - In partnership with our Executive Assistant, help our staff better maximize this software and its' capabilities.