



THE EPISCOPAL DIOCESE OF VIRGINIA

## ~ Job Description ~ Minister of Communications

The Minister of Communications is a partner with The Episcopal Diocese of Virginia and its Bishop in proclaiming vividly and effectively the Good News of Jesus Christ.

The MC understands that in an everchanging communications landscape the need for modern communication strategy across all digital platforms is necessary. This includes an emphasis on modern story sharing systems like videography, photography, and podcasting.

The MC oversees all diocesan communications and digital evangelism efforts including the oversight of a freelance team responsible for web development, social media content creation/scheduling, graphic design, and story writing. All communications effort embody The Episcopal Diocese of Virginia's mission statement:

“Love Jesus. Embody justice. Be disciples.”

The MC will resource and equip the people of The Episcopal Diocese of Virginia, with specific attention to local parishes, to communicate vividly, and effectively over multiple platforms.

The MC will provide management to freelancers necessary to support diocesan communication initiatives.

The MC supports the Bishop(s) and their communications efforts.

The MC reports directly to the Chief of Staff, and will also have regular contact with the Bishop(s) and the leadership team.

## Resourcing Congregations

Resourcing congregations at a basic level creates a communications relationship where diocesan initiatives can be introduced and owned as a resource. Communications as a resource to congregations opens the door for ownership of diocesan programs within the congregation. This enhances the ministries of the congregation and leads to partnership and invested interest in what is happening on a diocesan level. The MC will:

- Form a network of church communicators and administrators that meets throughout the year to support one another through networking and fellowship
- Work to create and curate an online resource hub for communications and digital evangelism
- Consult with congregations individually to assist with implanting best practices and provides diocesan wide field training
- Celebrate the work of the congregations through the lens of storytelling, social posts, and publication

## Diocesan Communications and Evangelism

The MC oversees all communications and digital evangelism:

*\* indicates work of freelancer*

- Communications specific:
  - Emails
    - E-Communique (e-newsletter) (1-2 per month)
    - Clergy Communique (e-newsletter) Update (1 per month)
    - Special announcements as needed
  - Graphic Design\*
    - Design graphics for social media, website, e-newsletters, and diocesan groups
  - Website\*
    - Update the website as needed
    - Ensure the website continues to meet modern standards
  - Copy edit\*
    - Write copy for website, e-newsletters, events, and social media

- Digital Evangelism specific:
  - Social Media
    - Manage and produce new content for social media on a daily basis (FB, IG, and TikTok)\*
      - Create original content, curate content, manage campaigns, manage engagement, and monitor activity
  - Videography/photography
    - Record videos and take photos at diocesan events, congregation events, and ministry events
    - Contract out videography and photography when needed
- Annual Convention:
  - Manage all A/V at Convention including an A/V booth
  - Produce up to 3 standalone videos for the diocese and her people throughout the year to premiere at Convention
  - Assist other diocesan team members with Convention communications prior to and post Council
- Branding
  - Responsible for developing and ensuring consistent use of diocesan logo, graphics, and photos of the Bishop
  - Work with other departments to ensure consistent branding and messaging
- Personnel Development:
  - The MC supervises a freelance team by:
    - Supervising freelancers
    - Conducting regular performance evaluations for freelancers
    - Hiring/terminating freelancers

## **Qualifications**

- Bachelor's degree in communications or 4 years related field experience
- Strong leadership and management skills with the ability to motivate and inspire a team
- An understanding of modern graphic design
- In-depth knowledge of media relations, including experience working with journalists and managing media inquiries
- Crisis communications experience
- Storyteller experience both written and audio/visual
- A deep understanding of The Episcopal church and role/function of the diocese to equip congregations and leaders for ministry

## **Additional Information**

This position may require occasional travel and work outside of regular business hours. Flexibility and adaptability are essential for success in this role.

This is a full time salary position with competitive pay and benefits.

The Episcopal Diocese of Virginia is an equal opportunity employer and is committed to providing a work environment that is free from discrimination and harassment. We do not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Discrimination or harassment based on any of these characteristics is prohibited and will not be tolerated. We encourage individuals from all backgrounds to apply.