



Assistant Director of Communications

Position Type: Exempt, Salaried
Category: Full-Time
Classification:
Reports to: Director of Communications

ORGANIZATIONAL OVERVIEW

At St. Luke's United Methodist Church, we are an open community of Christians helping people find and give hope through Jesus Christ. We are committed to our community on the north side of Indianapolis and have seen our reach grow regionally and beyond through our digital presence. With a membership of over 6,000 we are the largest United Methodist Church (UMC) in Indiana and one of the largest in the U.S.

People are attracted to St. Luke's for our values: Our commitment to live the mission of the UMC, "To make disciples of Jesus Christ for the transformation of the world" and living the Christian faith in a way that is open to everyone - regardless of their gender, race, ethnicity, sexual orientation, nationality, disability, or socioeconomic background. As a church, we are working to ensure that our congregation and its leadership represent the diversity of the community in which we are located. We are dedicated to including women, people of color, and LGBTQ+ as staff and in positions of leadership and decision-making.

POSITION OVERVIEW

The Assistant Director of Communications oversees the planning, development, production, and execution of written and digital media to support St. Luke's engagement, growth, and online presence. This position will support the overall communications plan and all ministries to establish and grow their online presence. This position will also support the overall communications plan and all ministries to establish and grow their online presence. Key areas are the execution of digital ministry through our website, email communications, online advertising, chat, and other features to support the online Sunday morning experience. Additionally, the assistant will commit time to support other communication needs, such as graphic design projects and copywriting projects. This role will serve as the backup for decision-making and answers when the Director of Communication is absent.

This position requires technical capabilities, leadership qualities, collaboration abilities (with clergy, staff, volunteers, and vendors), organization, creativity, and follow-through capabilities. Depending on communication needs, this position requires online and/or in-person presence on Sunday mornings.

RESPONSIBILITIES

CONTENT CREATION

Create compelling content that reflects the voice and values of St. Luke's UMC. Create and manage blog posts and press releases. Write promotional material for events and initiatives. Make sure the content is consistent and effective on the website, social media, email, and print to encourage connection. Work with ministry leaders to ensure our messaging connects with the target audience and aligns with St. Luke's mission. Maintain brand standards while proofreading and editing for clarity and accuracy.

DIGITAL ENGAGEMENT

Proactively manage the online presence and engagement strategy of St. Luke's while maintaining brand standards in collaboration with the Director of Communications and team. This looks like strategic content creation for both website and social media that is current and a reflection of the values of St. Luke's UMC. Keep accurate analytics data, maximize SEO efforts, and assist with Google Adwords Grant and process.

INTERNAL ENGAGEMENT PROCESS

Work collaboratively with the Director of Communications and ministry leaders to implement efforts that connect others to the mission and values of St. Luke's, cultivate and continue their growth as disciples, and encourage serving in areas to change the world. Work collaboratively with the video team to help create and manage podcasting and media strategy in collaboration with the online community, in-person worship, and communications.

VOLUNTEER MANAGEMENT

Build and manage volunteer teams to support communication efforts. This includes identifying and developing leaders for teams and helping them identify potential new team members. Working with team leaders, provide any necessary training, timely communications, and to offer support. Maintain accurate records regarding volunteer teams in our database and follow-up when a volunteer's engagement decreases. Develop relationships with congregants to enable identifying people with skills that may enhance the worship experience.

QUALIFICATIONS

Demonstrate passion for the Christian faith, actively seek to grow in personal relationship with God, and be committed to the mission and purpose of St. Luke's.

- Self-motivated team player who finds joy in bringing experiences to life
- Online marketing experience desired
- Project management experience and the ability to multitask across competing priorities
- Comfortable with technology and social media – willing to learn new systems and to help explore new solutions.
- Strong communication skills
- Ability to work with diverse groups of people
- High energy
- Desire for accuracy and the ability to think on your feet
- Flexibility with working hours due to the need for oversight on occasional online holiday events and most weekend services.
- Knowledge of SEO and Google Analytics/AdWords
- Working knowledge of HTML and/or CSS
- Bachelor's degree preferred

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

