

First United Methodist Church
125 W. Main Street, Salem, VA 24153

JOB DESCRIPTION
PART-TIME COMMUNICATIONS ASSOCIATE

First United Methodist Church Salem is seeking a creative and enthusiastic communications specialist to support our multi-media and communications strategy to inform and engage our community in the many programs and ministry offerings within our church. This part-time position will require estimated 20 hours per week that will include onsite work, as well as the opportunity to work from home.

The part-time Communications Associate is to be a person of high moral character who has a love and appreciation for the Church as an extension of the ministry of Christ in the world.

Additional responsibilities include participating with the Worship Design Team. In this role, you will develop and partner with a rotating group of volunteers to build and deliver multimedia presentations for the worship service to include song lyrics, video clips, Bible passages, etc.

This is a great opportunity to create a multi-stream communications plan from the ground-up. We will be relying on you to regularly evaluate all publications and methods for effectiveness and expect you to provide support, mentorship, and direction on improvements as well as new methods of communication that can be implemented. Your ability to inspire change will help support church leaders and staff to use communications methods creatively.

Primary Responsibilities

Church Communications

- Serve as webmaster to the church website. Design, edit, and publish web content, and post updates to our online calendar and blogs.
- Partner with staff to assist with the church's social media presence.
- Help identify and adopt communications methods and goals.
- Initiate communication in planning for coming events.
- Maintain records and give reports on site visits / stats and ways to promote greater traffic to our website and social media forums.
- Take photos / video of church events and share on the website and social media channels.
- Make use of YouTube and other media for the production and sharing of things like a virtual tour of the church for visitors; staff reviews; excerpts from various church ministries; church history; member testimonies, etc.
- Recruit and train others in photography / videographer.

GENESIS Multimedia

- Prepare multimedia materials for the GENESIS Contemporary Worship Service.
- Develop and distribute a weekly schedule for volunteers, soliciting new volunteers as needed.
- Provide training and support to volunteers.
- Shoot and edit video announcements

Education and Experience

- Bachelor's degree in communications (journalism, marketing, electronic media), or equivalent experience
- Professional or volunteer experience with a non-profit or service organization is preferred

Preferred Skills & Requirements

- Knowledge of Facebook, Twitter, Instagram, and emerging social channels.
- Photography / Videography.
- Creative design aesthetic.
- Ability to attend regularly-scheduled meetings with Communications Committee, GENESIS Leadership Team, and Church staff; occasional evening and weekends.
- Familiarity with Microsoft Office products, email marketing software (Constant Contact, Mail Chimp, etc.), and content managements systems (WordPress).
- Willingness to quickly learn church presentation software (Mediashout, Sharefaith, etc.).
- Strong command of English language and grammar and the ability to edit and proofread for publication.
- Strong project management and multitasking skills.