

DIRECTOR OF COMMUNICATIONS & COMMUNITY ENGAGEMENT (DCCE)



JOB DESCRIPTION

1. Overview

The Irvington Presbyterian Church (IPC) *is called to be an inclusive church that ...is known by God's love and gives hope a voice in our neighborhood and world.* How IPC is heard and known by others is largely based upon how we communicate, engage, and relate to them. The DCCE seeks to project to our members and our community a clear and accurate message of who we are, what we are doing, and foster opportunities for others to be part of or participate in this ministry.

2. Responsibilities

In the most general sense, the DCCE is responsible for internal and external communication of IPC's mission, ministries, activities, and opportunities with an emphasis on maintaining and strengthening channels of communication with our community members and partners. *This may include—*

i. **DIGITAL PRESENCE MAINTENANCE** including the re/development, maintenance, content curation, oversight of contributions to, and ongoing improvement of the many digital presences maintained by IPC in the digital world, currently including managing IPC's presence on platforms such as our website, several social media platforms, YouTube, Google (maps, businesses), and the many other places our image, brand, or mission might be shared. This includes maintaining and appropriately updating the most active and significant platforms for our community and congregation (e.g. currently, regular website upgrades and weekly website content updates; Facebook posts every 24-48 hours; weekly livestream and weekly short video clip production.)

ii. **DIGITAL MEDIA CURATION** including capturing, curating, and filing ongoing photo and video records of services of worship, community and congregation activities, milestones in the life of the Church and its members, etc. so as to create a consistent media record of the life of our congregation and to serve as a deep wealth of resources for anyone creating promotional or reporting materials for the congregation.

iii. **PROMOTIONAL MEDIA CREATION/DESIGN** including designing poster or digital promotional images (e.g. social media image posts) to promote activities of the congregation for use in the community and/or internally; usually in partnership with program staff and/or program leaders and committee members or volunteers.

iv. **OVERSEEING A/V EQUIPMENT, VOLUNTEERS, SYSTEMS, AND PROCEDURES FOR EVENTS USING, RECORDING, PRODUCING, AND/OR LIVESTREAMING MEDIA INCLUDING WEEKLY SERVICES OF WORSHIP AND SPECIAL SERVICES** in partnership with the Pastor & Head of Staff and the Worship Committee, in most situations, to ensure quality video productions are shared for their respective audiences. The largest part of this work will be the preparation for and coordination of volunteers to run weekly livestreaming of worship services. Hours dedicated to special services (e.g. weddings, funerals) are usually excluded from this position's weekly activities as they are paid separately, occasionally by a third party, directly. For these special services, the DCCE will be given the right to first refusal.

v. **PUBLICATIONS DESIGN & DIGITAL DISTRIBUTION** including the weekly email (design and distribution); weekly bulletin (design only); and printed newsletter (design, layout, editor);

vi. ADMINISTRATION OF DIGITAL SUBSCRIPTIONS, SOFTWARE, AND OFFICE

TECHNOLOGY, in collaboration with the Church Administrator, including coordinating regular upgrades to staff technology (laptops); maintaining productivity software subscriptions (Microsoft/Google); supervising other software or digital subscriptions that are needed or beneficial in fulfilling the work of the congregation (except for member management and accounting software, AKA CRMs), and potential new technologies or practices to facilitate IPC's use of technology in communicating locally and broadly.

vii. STAFF SUPPORT FOR HOSPITALITY & EVANGELISM COMMITTEE

viii. LIAISON TO COMMUNITY PARTNER ORGANIZATIONS, as coordinated with the Pastor & Head of Staff, including the Historic Irvington Community Council and Halloween Festival; Irvington Business District (IDO); and the Irvington Association of Ministers' activities, namely, Irvington Community Advocacy Network (ICAN). The goal of this work is to identify opportunities for community partners to benefit from the resources of the Church and, ultimately, yielding community members and church members recognizing one another and the ways we mutually support one another.

ix. SPECIAL & SHORT-TERM PROJECTS as identified with the Pastor & Head of Staff, with advice from Session and church Elders, and as the needs or opportunities arise in the life of the Church. These short-term projects may involve in-depth development of specific areas or aspects of the broad scope of this position's work so as to improve the overall flow, function, efficiency, or activities of the congregation and its communication activities. This could include:

- a. MARKETING / BRANDING RE/DEVELOPMENT**
- b. TRAINING/EDUCATION EVENTS** for congregants and in participation with the higher councils of the Presbyterian Church (U.S.A.) (Whitewater Valley Presbytery, for example), as time, need, interest, and opportunities are provided, as a way of participating in and building up the skills and resources of our congregation and the Church at-large.
- c. PROMOTIONAL MARKETING MATERIAL DESIGN/PRODUCTION** in partnership and under guidance from respective staff, committees, or other leaders, with an eye on following branding and budget.
- d. ANNIVERSARY / CAPITAL CAMPAIGN PLAN DEVELOPMENT**

x. GENERAL

All staff members of IPC are expected to conduct themselves in a manner that is appropriate and expected of those serving in roles of spiritual leadership. This includes being responsible for their respective programmatic budget areas; stewarding the resources and property of IPC; showing respect and care for all members and neighbors in and around IPC; and being a "team player" amongst colleagues and colleagues in ministry; and generally conducting one's lifestyle in a manner that is respectful, with integrity, and honorable. Questions regarding expectations in conduct should be discussed with the Pastor & Head of Staff or the leadership of the Personnel Committee. Furthermore, other duties may be assigned, at the discretion of the Pastor & Head of Staff or the Personnel Committee.

3. Working Relationships

- i. The DCCE will work in collaboration with staff and church leaders to develop messaging and communication plans, to fulfill the responsibilities of their position and, ultimately, to accomplish the ministry goals set forth by the Session of Elders.
- ii. The DCCE will work closely with the Church Administrator to identify and meet design, production, and publication timelines and goals.

- iii. The DCCE will work in partnership with other staff members in a manner that promotes cooperation and mutual support as each works to fulfill their roles for the building up of the congregation as a whole.
- iv. The Pastor & Head of Staff serves with the responsibility of coordinating the staff to accomplish the ministry goals set forth by the Session. The Pastor & Head of Staff supervises the day-to-day operation of the staff unless otherwise indicated.

4. Work Schedule:

- i. 20 hours per week including attending bi-monthly staff meetings, monthly meetings of either Session or Session Committee(s), and—in collaboration with the Pastor & Head of Staff—ensure representation of IPC at monthly meetings of IHCC and IDO.
- ii. Required hours and location of work will be flexible and at the discretion of the DCCE in consultation with the Pastor & Head of Staff.
- iii. *This year-round, salaried role may experience seasonal rise and fall of the hours being worked (e.g. fewer regular summer hours are balanced by extra time spent on fundraisers or on Christmas/Easter events and services).*
- iv. Time off and other benefits will follow the Personnel Policy and will be coordinated with the Pastor & Head of Staff.

5. Benefits & Compensation

Will be commensurate with the background and experience of the successful candidate in relation to the duties of the position filled.

Interested individuals are encouraged to send a cover letter and resumé to:

Rev. Dr. Jon Reinink, Head of Staff at
jreinink@irvpresby.org

Please include “DCCE” in the subject line.