

# **Position Description Communication Associate**

## **Position Brief**

The First Presbyterian Church (FPC) of Rochester, MN, seeks an energetic communication specialist with excellent writing and online posting skills. The primary goal of this position is to keep current church members informed and engaged in the church's programming and to encourage new membership through attractive presentations online and on screens within the church.

## **Organizational Relationships**

This position reports to the Office Manager and works cooperatively with the Pastor, Music Director, and Christian Education Coordinator.

## **Anticipated Schedule**

- 20 hours per week or .5 FTE
- For the initial months in the position, hours must be worked in the office. Still, some flexibility is available, and an acceptable schedule will be determined based on the person hired.

**Compensation \$22.00/hour**

**Start Date — As soon as possible**

## **Duties and Responsibilities**

### ***Website, Social Media and Email***

- Manage the FPC website and social media accounts in consultation with the Office Manager and other staff.
  - Publish and update church events, messages, and special announcements on the webpage, all subscribed social media and the atrium monitor.
  - Edit and publish content generated by staff, church members, committees, and organizations on various social media platforms as well as in print as appropriate with the goal of building meaningful connections and encouraging church members to take action.
- Set up and optimize FPC pages within each platform to increase the visibility of our social media and web content.
- Moderate and edit all user-generated content.
- Maintain FPC presence on all local and regional event calendars.
- Create and maintain targeted and automatic email touches –
  - welcome visitors, new members, and donors.
  - thank and recognize donor and volunteer efforts, etc

### ***Shared Duties***

- Collaborate with staff, session and committees to organize all congregational communications efforts.

***Other duties as assigned.***

## **Qualifications.**

- Positive attitude, good social skills and ability to set boundaries in a tactful way.
- Sound decision-making, judgment, and follow-through.
- Good graphic design credentials – with particular reference to digital and online media and platforms.
- Have, or be willing to acquire, a basic understanding of Christian church culture and Presbyterian governance.

### ***Technical Skills (these are the programs that are used in our office)***

- Microsoft Office programs – high proficiency required.
- Adobe
- Web design platform: Squarespace
- Mailing list: MailChimp, TextInChurch
- Graphics: Canva

## **Education and Experience**

- Experience (work or volunteer) building &/or maintaining an active website, Facebook page, or other social media presence.
- Bachelor's degree, preferably in Communications, Graphic Design, Marketing, News Media, or Public Relations.

## **To Apply**

Please forward a cover letter and resume to FPC's Office Manager, Cindy Kunzman at [office@fpcrochester.org](mailto:office@fpcrochester.org)

January 6, 2024