



THE FALLS CHURCH
EPISCOPAL
FOUNDED 1732

Job title: Director of Communication and Digital Ministries

Reports to: The Rector

Employment Classification: Full-time

Average hours per week: 40

Summary of Position:

The Falls Church Episcopal seeks to hire a full-time Director of Communications and Digital Ministries. We are a vital and progressive congregation with worship as a spiritual core and a call to serve and welcome those on the margins. The Director of Communications and Digital Ministries will help us live into our mission and will have responsibility for all internal and external communications for the parish, including print, audio/visual, and digital methods. This staff member will bear responsibility with the rector for successful and consistent branding and messaging.

Essential Duties and Responsibilities:

- Develops, with the rector, strategies to tell the parish's story creatively and effectively, soliciting input from the parish community and beyond.
- Oversees the design and production of all print and digital communications, including parish emails, newsletters, annual reports, stewardship materials, and service leaflets
- Manages parish website, ensuring effective messaging and keeping material current; monitors need to redesign website to respond to changing trends in digital landscape and usage.
- Coordinates all photography for parish events and maintains a database of images
- Coordinates and aggressively maintains content for social media channels
- Maintains and updates parish style guide, working with staff and volunteers to ensure consistent messaging
- Promotes church events to media and community outlets as needed
- Designs, produces, or works with vendors on signage and banners
- Maintains the membership database (Realm)
- Institutes system of digital calendaring for parish staff
- Liaises with Invite-Welcome-Connect leadership to ensure follow-through with parish visitors and newcomers
- Develops and manages the communications budget
- Other duties as assigned

Qualifications:

- Bachelor's degree or equivalent combination of education and experience in communication, marketing, advertising, or public relations
- Proven experience with social media and digital platforms, including website design and maintenance
- Skill in strategic and long-range planning for clear, authentic messaging
- Creative thinker with sound aesthetic judgment willing to re-imagine and re-invent
- Exceptional language skills
- Drive to work independently as well as collaboratively
- Ability to articulate a consistent and authentic narrative of welcome, equity, and justice
- Proficiency in Adobe Suites, Microsoft Office, and diversity of digital platforms
- Familiarity with The Episcopal Church or other liturgical faith expressions desired

Work environment:

- Requires reasonable office hours, both on site and remote, and attendance at special events, often on weekends
- Includes ability to work with staff, clergy, and members of the parish

Benefits:

- Competitive compensation
- Group medical/vision/dental insurance
- Vacation/sick leave
- 403(b) plan

The Falls Church Episcopal is an Equal Opportunity Employer. Resumes and cover letters should be sent to The Rev. Burl Salmon, bsalmon@thefallschurch.org. Interviews on a rolling basis, applications close 15 October 2021.

This job description is not intended to be a comprehensive list of all the duties and responsibilities of the position, some or all of which may change without notice.



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