

Augsburg Lutheran Church

Job Title: Communications Manager

Classification: Salaried Exempt
Part-time - Hybrid
(20-25 hours per wk)

Date Created/Last Reviewed:
1/18/24

Reports To: Associate Pastor of
Word and Sacrament

Job Summary: Plan, coordinate and optimize all forms of Augsburg communications, both internal and external, in collaboration with Augsburg pastors, staff, and lay leaders.

Education/Experience:

- Bachelor's degree or commensurate experience, preferably in marketing or communications, and some experience in marketing/graphic design

Skills/Abilities:

- Knowledge of communication principles and marketing techniques
- Basic understanding of graphic design and website management
- Knowledge and experience with various social media platforms
- Ability to utilize video technology as well as 35mm camera for stills
- Proficiency in Microsoft Office, Google Suite and Adobe Creative Suite or similar graphic design programs
- Excellent oral and written communication skills
- Integrity, honesty and confidentiality
- Strong interpersonal skills
- Flexibility to work during non-office hours

Physical Requirements:

- Ability to work over prolonged periods while sitting at a desk and working on a computer
- Ability to stand for significant periods while videoing worship services
- Hybrid work environment is possible

Duties/Responsibilities:

- Develop content, enhance and manage Augsburg's digital and social media communications, including marketing and other outreach initiatives, in collaboration with pastors, staff and lay leaders. This includes weekly communications such as "This Week at Augsburg" and the weekly prayer list, plus a monthly "Save the Date" newsletter.
- Create Augsburg's publications such as its newsletters and posters/advertisements in collaboration with pastors, staff and ministry leaders.

- Oversee the development and upkeep of the alcws.org website, including training of and collaboration with staff and leadership.
- Coordinate the broadcast of weekly Sunday worship and special services, including recording, editing and distribution through YouTube.
- Coordinate efforts to publicize church activities, functions and services, through social media, online content and printed materials.
- Curate the content for the video message boards across campus.
- Provide an additional quality control check on all Augsburg communications products, including those produced by ministry teams or task forces.
- Manage communications assets (content, photos, video) for future use with attention to evolving archival technologies.
- Manage the consistent branding and style guide at Augsburg.
- Coordinate special projects and duties as directed by the pastors.
- Read and adhere to the employee guidelines and responsibilities contained in the Employee Handbook.