



ST. PAUL'S
EPISCOPAL CHURCH

**St. Paul's Episcopal Church
Richmond, Virginia**

Job Opportunity: Director of Communications

Purpose of the Job of Communications:

Sharing the stories of the congregation, communicating the message of the rector, resourcing the staff, and being a resource to various ministries.

About St. Paul's:

In the heart of downtown Richmond is St. Paul's Episcopal Church (www.stpaulsrva.org). Located just across the street from the Capitol Building, St. Paul's is dedicated to being a living example of Christ's call to prayer, justice, compassion, and reconciliation.

We are committed to:

- Striving for racial justice
- Offering transformative and relevant worship
- Being a spiritual center for our neighbors
- Progressive Christian thinking and exploration
- Embracing and caring for all ages.

Status: Full-time, 40 hours a week

Compensation: Starting at approximately \$75,000 – depending on experience with potential to grow the position.

Benefits: Benefits include health and life insurance, pension, vacation, holidays, and personal days.

Schedule: Monday through Friday, 9:00 a.m. to 5 p.m. Weekly staff meeting and other meetings as scheduled. This position may require occasional travel and work outside of regular business hours, including Sundays if needed. Flexibility and adaptability are essential for success in this role.

Job Description

The Director of Communications (DC) is a member of the senior management team of St. Paul's Richmond and directly reports to the rector. Across various platforms, the DC leads the digital proclamation effort of how God's visions of love, justice, equity, and peace are being uniquely lived out in and through St. Paul's.

The DC understands that in an ever-changing communications landscape the need for modern communication strategy across all digital platforms is necessary. This includes an emphasis on modern story sharing systems like videography, photography, and podcasting.

The DC oversees all communications and digital evangelism efforts including the oversight of a freelance team responsible for live streaming, web development, social media content creation/scheduling, graphic design, and story writing.



The DC serves as a communications resource to rector, staff, and congregations by assessing needs and bringing various projects to life.

The DC will provide management to freelancers necessary to support all communications efforts.

The DC will serve as the staff liaison to the Annual Giving Campaign and offer support.

Specific Areas of Oversight

The DC oversees all communications and digital evangelism:

* indicates work of freelancer

Communications specific:

- Emails
 - Responsible for gathering content and distributing weekly e-newsletter
- Graphic Design*
 - Design graphics for social media, website, e-newsletters, and ministries
- Website*
 - Update the website as needed
 - Ensure the website continues to meet modern standards
- Copy edit*
 - Write copy for website, e-newsletters, events, and social media
 - Write stories for congregation*

Digital Evangelism specific:

- Social Media
 - Manage and produce new content for social media on a daily basis (FB, IG, and TikTok)*
 - Create original content, curate content, manage campaigns, manage engagement, and monitor activity
- Videography/photography
 - Record videos and take photos of services, events, and other special projects
 - Contract out videography and photography when needed
- Branding
 - Responsible for developing and ensuring consistent use of logo, graphics, and photos
 - Work with other departments to ensure consistent branding and messaging

Administration:

- Personnel Development
 - The DC supervises a freelance team by:
 - Supervising freelancers



- Conducting regular performance evaluations for freelancers
- Hiring/terminating freelancers

- Budget
 - Create annual budget
 - Manage budget

Qualifications

- Bachelor's degree in communications or 4 years related field experience
- Strong leadership and management skills with the ability to motivate and inspire a team
- An understanding of modern graphic design
- In-depth knowledge of media relations, including experience working with journalists and managing media inquiries
- Videography and photography experience
- Storytelling experience both written and audio/visual
- A deep understanding of the dynamics of working in a non-profit or church environment. Knowledge of the Episcopal Church is a huge bonus.

Additional Information

St. Paul's Richmond is an equal opportunity employer and is committed to providing a work environment that is free from discrimination and harassment. We do not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Discrimination or harassment based on any of these characteristics is prohibited and will not be tolerated. We encourage individuals from all backgrounds to apply.

In accordance with our official church policy, a successful background check and passing the Safe Church course is required by the Diocese of Virginia.

Interested candidates may submit cover letter, resume, and portfolio to personnel@stpaulsrva.org. Position is open until filled.