



# TOWSON PRESBYTERIAN CHURCH

400 W. Chesapeake Ave. Towson, MD 21204 || 410-823-6500 || towsonpres.org

**Position:** Director of Communications and Connections

**Locations:** 400 W. Chesapeake Ave. Towson, MD 21204

**Full-Time:** 40 Hours/Week (Flexible Schedule)

**Schedule:** Mondays–Thursdays, 9:00am–5:00pm, and Sundays, 9:00am–1:00pm

**Compensation:** Competitive Salary, Commensurate with Experience

Towson Presbyterian Church (TPC) is seeking a creative, dynamic, and strategic *Director of Communications and Connections* to drive the church's communications efforts and foster connections within our congregation and the broader community. Components of this role include content creation, social media strategy, website management, livestream production, and building both in-person and virtual community. Combining creativity and technical expertise, this individual will be responsible for shaping and delivering the church's message across multiple platforms, creating opportunities for deeper engagement, and supporting the church's mission: *Towson Presbyterian Church is an inclusive, curious, compassionate, and courageous community of faith, striving to grow as disciples of Jesus Christ.*

## Communication

- **Voice and Vision:** Cultivate and maintain the church's voice and ethos across all communications.
- **Multi-Platform Strategy:** Collaborate with the Communications Committee to oversee and implement communication strategies across multiple platforms (website, social media, email, print, etc.)
- **Content Development:** Create, curate, and distribute engaging, visually appealing content for TPC's website, social media, newsletters, bulletins, and other media.
- **Audience Engagement:** Identify and target primary audiences, tailoring communication strategies to each group and platform.
- **SEO and Analytics:** Use SEO and analytics tools to assess and improve the effectiveness of communications. Collaborate with Zest Social Media Solutions and the Communications Committee to expand the church's reach.
- **Print and Design:** Oversee the design and production of print materials (bulletins, brochures, annual reports, signage) and digital content (newsletters, livestreams, videos).
- **Audio-Visual Support:** Work with the Sunday Morning Tech Coordinator to lead livestream production and technical aspects of Sunday services.

## Connections

- **Outreach Initiatives:** Collaborate with the Community Outreach and Engagement Committee to develop outreach strategies and initiatives that invite newcomers into the life of the church.
- **Visitor Engagement:** Develop and maintain strategies for connecting with new visitors (both virtual and in-person), including follow-up communications and creating an inviting church experience.
- **Virtual Campus:** Enhance TPC's virtual campus by managing livestreams, virtual bulletins, and spiritual-formation content for online participants.

- **Social Media Interaction:** Regularly engage with social media followers, responding to comments and messages to maintain a welcoming online presence.
- **Event Promotion:** Create and maintain digital and print promotion for church events, ensuring they are well-publicized across all platforms and are accessible for both in-person and virtual participants.
- **Church Directory and Database Management:** Work with the Business Manager and Administrative Assistant to maintain the Planning Center/Church Center system to track attendance, manage events and registrations, people, and more.

### **Project Management**

- **Calendar Management:** Maintain the public-view of the church's master calendar, ensuring all events have appropriate descriptions, graphics, and registrations.
- **Tech Support:** Recruit, train, and schedule volunteers for the church's tech team, and work with the Sunday Morning Tech Coordinator to troubleshoot and improve our audio-visual setup.
- **Ministry Support:** Assist ministry staff with ministry-specific communications including registrations, graphics, brochures, videos, and more.

### **Minimum Qualifications**

- **Communication Skills:** Excellent written and verbal communication skills, with a strong ability to craft compelling narratives and connect with a diverse audience.
- **Technical Proficiency:** Experience with website management (WordPress), social media platforms (Facebook, Instagram, and YouTube), and email marketing tools (MailChimp).
- **Design and Multimedia:** Basic graphic design skills (Canva) and familiarity with video production, livestreaming, and audio/visual technologies.
- **Project Management:** Strong organizational skills with experience in managing multiple projects and deadlines. Willing to brainstorm staff-wide project management solutions.
- **Collaboration and Teamwork:** Comfort working with a diverse group of staff and church members.
- **Experience:** Previous experience in church communications or a similar role preferred but not required.

**Benefits Available:** Health, Options for Dental and Vision, Paid Time Off, Parental Leave

**Contact:** Please send your resume to Lenore Chapman at [lenorechapman@verizon.net](mailto:lenorechapman@verizon.net).