



# TRINITY LUTHERAN CHURCH

## Director of Communications & Marketing

**Classification:** Full-Time

**Location:** Trinity Lutheran Church, 508 Center St, Ashland, OH 44805

**Compensation:** Salary commensurate with experience

**Reports To:** Senior Pastor

### Summary:

The Communications & Marketing Director plays a vital role in engaging church members and promoting the church's mission through innovative communications strategies and campaigns. This position oversees all internal and external communications, including print, digital media, marketing efforts, social media, and the church website. The ideal candidate will have excellent writing skills, graphic design abilities, project management experience, and proficiency with communications technology. Photography and media skills preferred. This is a full-time position reporting to the Senior Pastor..

### Responsibilities:

- Develop and execute comprehensive communications strategies to increase church engagement and awareness
- Create visually appealing print and digital materials including newsletters, flyers, graphics, website content, and presentations
- Manage all social media accounts: develop relevant content and engage with followers
- Oversee email marketing campaigns for announcements, events, etc.
- Collaborate with staff to regularly update website content and enhance user experience
- Promote church events through advertising and community outreach
- Establish and maintain media relationships to promote the church
- Recruit, train, and manage communications & media volunteers
- Oversee livestream broadcasts and upload sermon recordings
- Strategically engage with Trinity's ongoing mission, vision, and core values implementing it through communications on the strategic, internal, and external levels
- Develop tailored marketing plans for individual programs and ministries
- Work closely with the church council, committees, and staff to involve both

congregants and the wider community in active participation

- Graphic design for events, signage, and promotional materials
- Facilitate community partnerships and relationships as align with marketing efforts in conjunction with the appropriate staff member
- Evaluate and aid in streamlining processes and how those processes are communicated in line with the mission, vision, and core values of Trinity
- Drive Trinity brand awareness and engagement
- Provide professional photography and videography for events
- Create and implement 12-month media plan
- Oversee contractor collaboration on various communication & operations projects
- Collaborate with the Church Council and various committees for special congregational projects.

### The Ideal Candidate Will Bring:

- Bachelor's degree in Marketing, Communications or related field
- 3+ years experience in a communications role, preferably in a church or nonprofit
- Excellent writing, editing, and verbal communication abilities
- Knowledge of email marketing, social media, and website management
- Proficiency with Google Workspace/G-Suite, Adobe Creative Suite, WordPress and Canva
- Photography and videography experience
- Proficiency in graphic design
- Strong project management, organizational skills, and attention to detail
- Commitment to the church's mission and values
- Regular participation in the worship life and special events of the church
- **Enthusiasm and willingness to learn are essential for success in this role.**

**To apply for this position, please email your resume to [trinity@trinityashland.org](mailto:trinity@trinityashland.org)**