

MARKETING & COMMUNICATIONS SPECIALIST

First United Methodist Church O'Fallon
504 E. Highway 50, O'Fallon, IL 62269

PROFESSIONAL ACCOUNTABILITY: Office Manager

POSITION: Part-time, Hourly, Non-exempt

PURPOSE:

The Marketing & Communications Specialist (MCS) strategizes, plans, implements, oversees and manages the marketing of First United Methodist Church of O'Fallon and directs communication within and beyond the church for the effective dissemination of information. The MCS also oversees both internal and external communication activities, seeking to foster the church's purpose of connecting imperfect people to a perfect God.

POSITION SUMMARY:

The Marketing and Communications Specialist recommends, develops, implements, and oversees the marketing of the church through advertising, public relations, print, electronic and emerging media resources. The MCS will use various multimedia technologies, creative web marketing materials, graphic design efforts, communication software and other communication tools to maximize marketing and communication efforts. The MCS will also be involved with planning, coordinating and producing print publications for various church events.

RESPONSIBILITIES:

- Create and execute communication strategies to promote, advance, and improve the ministries of First UMC of O'Fallon among the staff members, lay servant volunteers, and the greater congregation.
- Develop, manage and improve the church's website and social media. Ex. keep the website current, highlight the church's activities, etc.
- Communicate information regarding the church, its mission and activities to appropriate targeted audiences through existing communications such as the church's website, social media, newsletter, bulletin, email, blog, etc.
- Create graphics and content for website postings and newsletters.
- Create a form and/or event postings for special events.
- Supervise outside designers, printers and other vendors as needed
- Produce other marketing resources as necessary
- Use videography and photography to support print and other media communication tools.
- Provide multimedia support and advice to church leaders, staff, and lay leaders for primary worship services, along with online worship. Develop online opportunities for

engagement with those who worship online. Assist with effective and efficient use of multimedia for meetings, activities, worship, classrooms, small groups, etc.

- Attend weekly staff meetings.
- Pursue professional development, leadership training, and worship education opportunities when beneficial.

REQUIRED QUALIFICATIONS:

- Bachelor's Degree or 1+ years of Marketing/Communications experience.
- Proficient in Microsoft Office programs (Excel, Word and PowerPoint), Google Office suite (including Docs, Sheets, Slides and Drives), and various digital multimedia editing and design programs.
- Have a working knowledge of current marketing and communication strategies, resources, and other tools needed for effective communication - examples include Canva, Adobe Illustrator, Photoshop/InDesign, Acrobat, Pro X, etc.
- Experience with a multitude of social media platforms - including, but not limited to: Twitter, Facebook, Instagram, YouTube, TikTok, Pinterest, and Snapchat
- Experience with photography and videography.
- Knowledge of current copyright laws
- Knowledge of and ability in:
 - HTML and other languages for web design, implementation, and changes
 - Content and image creation for web pages and other social media
 - Scripting, editing, and camera operation for video production.
 - Graphic design, layout, typography, and image asset creation for print and digital media

DESIRED QUALIFICATIONS:

- Excellent communication, organizational, administrative, and interpersonal skills.
- Strong team player, coordinating with church staff and volunteers.
- An organized self-starter and initiator with the ability to follow through.