

Position Description
Lay Ministries and Communications Coordinator
First Presbyterian Church Shreveport, Louisiana

General Description: This person will work within the church to identify and facilitate opportunities for service among membership both in the church and in community projects and programs supported by the church. This individual will also work with others to communicate and promote the church, its mission and its programs to the community.

Supervisor: Pastor/Head of Staff

Responsibilities:

- Identify individual opportunities and needs for service, and discern and connect people of particular skills, desires and abilities with opportunities for service.
- Act as point person for community and agency requests or emergency needs.
- Act as bridge between membership and volunteer opportunities inside and outside the church.
- Maintain and develop relationships with community and nonprofit organizations.
- Assist outreach ministry in facilitating volunteer activities, and in identifying and coordinating volunteers for outreach programs and projects supported by the church.
- Assist evangelism ministry in facilitating the involvement and participation of new members in the life of the church and in outreach programs and projects supported by the church.
- Work with all ministries of the church, particularly Outreach and Evangelism, in providing information for new and prospective members and in promoting opportunities for service in the mission of the church for new members.
- In conjunction with the staff and ministries of the church, develop, design and create marketing strategies consistent with the theology and outlook of the church for the communication of the church's mission and programs.

- Work with all ministries of the church, particularly Evangelism and Outreach, in developing and maintaining a media presence for the church and its programs.
- Oversee the concept, design and format of the church's website in conjunction with professional website and information systems consultants.
- Coordinate with professional consultants in developing and implementing an internet presence and marketing strategy.
- Advise on the design and format of recurring and non-recurring print publications.
- Assist and coordinate staff and lay members in development and presentation of content for website.
- Work with Christian Education Ministry to promote educational programs of the church to the community.
- Develop and maintain relationships with print, television and radio media, and assist in the preparation and placement of press releases, announcements and other free media.
- Devote equal attention and resources to communications and lay ministries functions of position.
- Attend worship services and events, and develop working familiarity with congregation's mission and theological roots.

Qualifications:

- An understanding of and commitment to the unique mission and role of the church in the community.
- An ability to present and articulate church's unique mission to the community, including persons with and without church backgrounds.
- A bachelor's degree, with some training or background in marketing, media or public relations.
- Experience in the business or nonprofit sector.
- Ability to think creatively and critically about the presentation of the church, its mission and its programs to the public at large.