

# St. Stephen's Lutheran Church

1575 Charlton Street  
West St. Paul, MN 55118  
(651) 457-6541; (651) 457-5857 Fax

*Connecting to God, each other and the world!*

## Communications and Media Coordinator

### Position Summary

This position will optimize the communications of St. Stephen's Lutheran Church for accessibility, quality and the impact of our ministries. The focus of this work is primarily with digital and social media. This job requires both technical excellence and the equipping, training and coordinating of volunteers. The technical tasks includes audio, video, lighting, projection, web streaming and media. This position will provide support for worship gatherings and other church events as well as be involved in the creation of visual media. Position assumes a typical work week of 15-20 hours, including daytime, evening and weekend availability.

### Qualifications:

- A personal engagement with the Christian faith.
- Background in marketing and communications
- Training and experience in live video production and A/V technology.
- Proficiency with major social media platforms and management tools.
- Comfortable working with Windows-based operating system and Office products
- Self-starter, able to work independently on projects without direct supervision.
- Team-oriented, able to understand the value of working with staff and volunteers.
- Organized and detail oriented, able to set realistic schedules and work within established deadlines.
- Able to produce end products with minimal staff support.
- Strong interpersonal communication skills, working with a variety of staff and volunteers.
- Must complete and pass a background screening.

### Organizational Structure

Duties and responsibilities will be carried out under the supervision of the Senior Pastor with input and coordination from other staff.

### Position Responsibilities

- Technology Lead
  - Serve as lead of the A/V Team for staff and volunteers
    - Coordinate the recruitment, training and scheduling of volunteers in technical ministries.
  - Oversight of all social and digital media.
  - Serve as a resource to pastors, staff and volunteers in technical ministries for both live and recorded services.
  - Participate in and attend required meetings.
  - Responsible for the maintenance of A/V technology.
  - Assist in the recommendations/ordering/installation of new technology.
  - Responsible for editing, streaming, and uploading of video and audio files.
  - Assist in the setting up of the sound board, video cameras and lighting based on the format and requirements of worship services and other church events.
  - Troubleshoot and resolve technical problems, engaging outside resources as needed.
  - Develop operational budget and long-term capital needs to keep technology up to date.
  - Explore new methods of producing worship services that meet the needs of a growing video ministry.

- Website Platform
  - Manage the look, feel and content of the church website and ensure it reflects the church's culture and vision.
  - Routinely solicit content updates from staff, committee leaders and others.
  - Leverage analytics to enhance on-line strategy
- Social Media Platform
  - Provide oversight and strategy for social media presence that maximizes access, quality and impact.
  - Schedule and post on social media.
  - Monitor comments and messages.
  - Create and enforce a social media policy.
- Video Platform
  - Research, develop and manage a platform and storage strategy for on-demand worship services and Faith Formation content.
  - In collaboration with staff, create video content for worship, outreach and Faith Formation.
  - Manage on-demand video content through uploads, writing descriptions and hashtags, captions and creating playlists.
- Communication Strategy
  - Create a communications plan including timelines and project plans for routine material (e.g., e-news, blogs, mailings to those without internet) and special communications (e.g., impact statements, special mailings, ministry brochures, directories and annual report) in coordination with other staff.
  - Be a resource for well-written, proofed and edited communication.
  - Curate stories that tell God's stories and support the mission and ministry of St. Stephen's.

### **Physical Requirements**

Ability to stand and/or sit for extended periods of time. Ability to lift and carry equipment up to 40 pounds. Ability to climb ladders and work at heights necessary for the installation and maintenance of technical equipment.

### **Other**

No job description can cover all the possible task that may be require in order to meet the on-going needs of a vibrant ministry such as St. Stephen's Lutheran Church. All staff are expected to embrace any task, whether defined within their respective job description or not, to ensure that the mission and vision of St. Stephen's is accomplished.

Please submit your resume to the address below or email to [jobapp@ststephenswsp.org](mailto:jobapp@ststephenswsp.org) by Tuesday, March 23<sup>rd</sup>, 2021.

St. Stephen's Lutheran Church  
 Attn: Hiring Committee  
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 Email: [jobapp@ststephenswsp.org](mailto:jobapp@ststephenswsp.org)