



## CTV Communications Assistant Job Description

### **Title: Communications Assistant**

**Purpose:** The Communications Assistant will oversee and execute CTV's multi-channel communications strategy, designed to attract newcomers, engage attendees, educate the committed, and keep our entire constituent data base informed.

**Reports To:** Business Manager, works closely with Lead Pastor, Family Ministry Pastor and other leaders.

**Type of Position:** Part-time (20-30 hours week)

**Profile:** The ideal candidate will be energized by engaging others in a spiritual journey through effective, engaging, creative, and respectful multi-format communications.

**Character:** We expect this individual to have a high degree of integrity, to handle high capacity projects, to be hard working, to work well with others, to complete tasks independently, and to communicate needs and concerns directly to the appropriate party. We expect a demonstrated desire to grow spiritually and become more like Jesus and a commitment to the church and a love for people. We expect this individual to be able to be genuinely supportive of the purposes and character of Church in the Vineyard, whether or not they attend CTV.

### **Responsibilities:**

1. With oversight of the Leader Pastor and Business Manager, oversee the development and execution of the weekly CTV communications plan, including but not limited to the following:
  - a. Weekend service program
  - b. Website content
  - c. Constituent emails
  - d. Social networking updates
  - e. Lobby signs and displays
2. Provide input and coordination with the live announcements that occur weekly.
3. Coach ministry leaders as they see the best way to promote their events.
4. Implement the fundraising communications strategy.
5. Assess, create, and provide printed promotional materials on display in the lobby and for use by CTV attendees.

6. Assess the impact of CTV communications and recommend the most efficient, cost effective means for getting our message across.
7. Explore the following
  - a. Research the most effective email communications service (i.e., Constant Contact or Mail Chimp) and implement new system.
  - b. Redesign website.
  - c. New means for maximizing engagement through social networking.
  - d. The implications of extensive smart phone use on our communications strategy.
  - e. Cost effective ways to promote the culture and offerings of CTV to the wider community.

### **Education/Experience Requirements**

1. Proficient MAC and PC skills and desktop publishing experience, particularly with Microsoft Office products and Photoshop, InDesign, Flash, and Illustrator a plus.
2. Experience maintaining web content. Experience with GoDaddy, iWeb, or Dreamweaver a plus.
3. Ability to assign tasks to others and give appropriate professional feedback, utilizing volunteers whenever possible.
4. Excellent proofreading and editing skills.
5. Written and verbal communication skills.
6. Works independently. Highly motivated. Strives for work excellence.
7. Experience with web-based marketing or communications a plus.
8. High School/GED plus some college or trade school hours.
9. A minimum of five years experience in a communications-related position.
10. Background clearances will be required as part of the application process.
11. Experience in a seeker-sensitive model church.
12. A clear testimony of your relationship with Christ.