

Communications Assistant, First Presbyterian Church New Canaan

Job Description – October 2022

Role: Communications Assistant

Reports to: Senior Pastor Scott Herr

Takes direction from: Communications Elder Angela Johnson

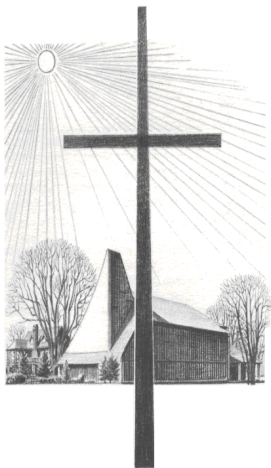
Overview

First Presbyterian Church is a welcoming, serving community, reflecting the inclusive love of God, and nurturing each individual's spiritual pilgrimage. Our mantra is 'All are Welcome!' as we seek to live as disciples of Jesus, embodying his love, forgiveness, mercy, and his passion for justice. We celebrate the rich diversity of all God's children and find our lives enriched by people of every race, age, gender, economic status, marital status, and sexual orientation.

We are looking for a Communications Assistant to join us in spreading the news of our Church activities.

We have a lot to shout about! From its inception, we have been a vibrant, loving community of faith well known for our commitment to openness and diversity, to social justice and inclusivity, to ecumenical fellowship and interfaith relationships. The church's music ministry is highly regarded as one of the best in the region, and the church is proud of its strong Scottish heritage.

At the core of our being is the belief that the church is called to serve the greater communities in which we live. The First Presbyterian Church of New Canaan was instrumental in the founding of New Canaan's Waveny Care Center, South Avenue Cottage, and other important town and Fairfield County services. A significant portion of our budget and congregation's interests and active involvement today is in service and ministry to the local community and the world beyond our doors. We want our Communications Assistant to be someone living in New Canaan and part of this vibrant community. No compulsion to be a member of the church!



Key Responsibilities: This role is 8 hours a week (40 weeks a year) with 1 hour being in person at a weekly staff meeting and 7 hours remote.

- Help drive the awareness and relevance of the church's activities through a communications program.
- Understand the communications strategy (available on request) and be able to interpret it into activations.
- Work with communications committee to define the calendar for annual communications for all aspects of church life.
- Attend the weekly staff meeting (Tuesday mornings) in person to enable understanding of the upcoming events and happenings in the life of the church.
- Manage the social channels (currently FaceBook and Instagram), create and post relevant items to highlight the various programs; e.g. music programs, faith-based group meetings and social events.
- Acts as the FPCNC voice on social and replies to any outreach in a timely manner.
- Builds a strong relationship with the newcananite and other local press; feeds stories to the editor and monitors the presence and progress of our advertising.
- Develops artwork for the press presence as programs necessitate.
- Develop and manage the procurement of publicity materials for events; usually posters, flyers, etc. ordered through MinuteMan Press.

Additional Role Responsibilities: Through building strong relationships with the various committees in the church and attending the weekly staff meeting, keep a finger on the pulse of what is being planned.

- Be an active and visible advocate for our communications agenda.
- Works as a team with office staff to publish and create effective comms materials.
- Collaborate with the Communications Elder in necessary changes to the main strategy
- Help define/consult/report on budgets for the year
- Ensure everything we do complies to privacy laws and best practices in social media usage (e.g. getting approval from parents to show kids' faces, etc.) and DEI is foremost in our messaging.

Qualifications

- 2+ years of experience working in an office environment where collaboration with other colleagues is central to the success of the role
- Has experience of running social media accounts
- Excellent written and verbal communication skills
- Self-starter with strong bias-to-action; understands when to solicit feedback and take direction. Strong interpersonal skills.
- Proficiency in developing artwork for social postings and other materials.

If you are interested in the Communications Assistant role, please email wendy@fpcnc.org.