

BIRMINGHAM & BERKLEY FIRST—A UNITED METHODIST CHURCH

Birmingham Campus: 1589 W. Maple Road, Birmingham MI—248-646-1200

Berkley Campus: 2820 12 Mile Road, Berkley MI—248-399-3698

Tapestry Church Online

Date	January 2023
Job Title	Communications Specialist
Position Type	Full Time
Direct Report	Deacon of Outreach & Community Engagement
Location	Birmingham Campus (providing service to all campuses)
Compensation	Budgeted salary range for this position starts at \$60,000 and may be adjusted upward for a candidate with exceptional skills and experience. Benefits including health care and contributions towards retirement are available as part of the compensation package.
To Apply	Send cover letter and resume to the Rev. Shawn Lewis-Lakin, Associate Pastor, at slewis-lakin@fumcbirmingham.org . For additional information about the position contact Pastor Lewis-Lakin at 734-717-8947.

The Opportunity: Birmingham First seeks a creative communications professional with superior writing and storytelling skills. The Communications Specialist will support a wide range of integrated communications efforts, creating content that inspires and informs our communities, utilizing a range of communications channels including print materials, email newsletters, social media, newsletters, articles, and more. To succeed, the Communications Specialist must be an experienced writer and editor with an excellent grasp of AP style and a track record for increasing social media and email engagement through compelling content creation.

Desired Skills/Qualifications

- Exceptional interpersonal and organizational skills
- Demonstrated excellent written and verbal skills
- 3+ years of professional experience in communications roles
- Bachelor's degree in communications, journalism, public relations, or related field; job experience commensurate with such formal training will also be considered
- Ability to use skills in graphic design and desktop publishing to produce appealing print and electronic publications
- Strong editing skills with an excellent grasp of AP Style
- Significant experience in MS Office Suite, including Publisher, and Adobe InDesign, Adobe Illustrator and Adobe Photoshop
- Basic understanding of html codes as needed for website management
- Experience working within an email marketing platform such as Constant Contact
- Ability to remain flexible to pursue timely, unplanned opportunities
- Ability to work independently and collaborate in a team environment

Duties

- Produce and distribute multiple weekly newsletters, both digital and hardcopy
- Produce bulletins for worship services at both campuses.
- Manage social media presence, including recruiting people to post content and coordinating traffic; utilize analytics to plan and promote most effective uses.
- Maintain digital monitors and interior signage at both physical locations
- Manage website, including regularly updating material for all departments. Use website analytics to plan and promote use for maximum effectiveness.

- Develop, produce, and distribute generosity campaign materials
- Coordinate development and use of graphics for above
- Develop, schedule, and manage all communication calendars
- Develop and Distribute style guides and communications policies for the staff and contractors
- Work as part of a communications team alongside a graphic designer and Director of Community Engagement
- Lead development of overall marketing plan and event specific marketing strategies
- Other duties as assigned

Physical Demands

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to stand; sit; reach with hands and arms; climb or balance; stoop; kneel; crouch; hear or smell. The employee may be required lift and /or move up to 20 pounds.