



God's work . Our hands.

Florida-Bahamas Synod, ELCA Job Description

Job Title: Communications Specialist
Reports to: Assistant to the Bishop for Administration
FLSA Status: Exempt
Work Status: Full time

Job Summary: This position is responsible for synod wide communications including, but not limited to: writing, editing, producing all web related resources, weekly e-letters, social media, public relations, videos and brochures.

NOTE: Job descriptions and essential functions are subject to change due to advances in technology, utilization of work force, and other factors which may impact the Synod's need to modify position requirements.

About the Florida-Bahamas Synod

The Florida-Bahamas Synod (www.fbsynod.com) is one of 65 synods of the Evangelical Lutheran Church in America (ELCA). Our mission is to boldly proclaim Christ, passionately make disciples and faithfully do justice. The central office of the synod is located in Tampa, Florida and serves 180 congregations from the Panhandle to Key West and one congregation in the Bahamas. The synod also shares ministry with the Lutheran Church in Haiti, the Lutheran Church in Cuba, the Lutheran Church in Guyana, the Lutheran Church in Suriname and Theological Seminary in Jamaica.

Essential Duties and Responsibilities:

The following listing of essential job duties indicates the general nature and level of work required in this job. This is not designed to be a comprehensive listing of all the activities, duties, or responsibilities that may be required in this job. Individuals assigned to this job may be asked to perform other duties as required. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities of the job.

Applicants may be asked to demonstrate any or all of the following duties:

1. Direct, manage and edit all outgoing media including but not limited to: Constant Contact notices, E-Spirit weekly e-newsletter; maintain and generate social media presence (Facebook, Instagram, and others); coordinate with the Bishop any public relations announcements
2. Maintain and update the synod web site
3. Attend synod-wide and ELCA events, meetings and/or workshops as needed
4. Maintain network of professionals (ELCA synod communicators) and trade networks to keep abreast of materials, interests and trends.

5. Collaborates with synod staff on publicity/registration for synod events
6. Directly oversees all aspects of communications in regards to Assembly and COM (logo design, AV/tech support and contracts, livestreaming, video/photography, social media)
7. Intentionally interface with media (push out stories, respond to media requests, etc)
8. Disaster/crisis communications and involvement in crisis/disaster response team/s
9. Create content (brochures, flyers, social media graphics, videos) to lift up synod ministry events/opportunities/priorities (Vitality, Stewardship, global mission, candidacy, synod parish deacons, synod coaches, etc)
10. Secure videography, photography, graphic design, web design experts to create/ improve/expand content for synod ministries and events
11. Web site development/design/re-design of pages and sites
12. Take pictures, video, etc at events and format/edit to create story-sharing material and social media material
13. Work with Bishop and other synod staff to collect pictures/videos/stories to share with the synod, churchwide, and other partners
14. Create a communications team from throughout the synod to strategically gather, create and share ministry stories, provide training to congregations, share best practices, etc.
15. Manage the technology needs of the synod office to equip groups with what they need for meetings (includes evaluating and purchasing equipment for livestreaming, video conference meetings, conference calls, etc)
16. Manage/evaluate/improve/make recommendations regarding current synod office technology equipment (includes projectors, lap top computers, screens, etc)
17. Manage the needs related to live-streaming Assembly, COM, and other synod worship and workshop events
18. Train and equip congregations around their use of technology/communication tools

Job Qualifications:

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

- **Education/Experience:** Bachelor's degree from accredited four-year college or university and two or more years of related experience and/or training, or equivalent combination of education and experience. Able to work under pressure, have excellent interpersonal skills, be team oriented
- **Language Ability:** Proficiency in writing, publication and lay out.
- **Reasoning Ability:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram/chart or schedule form.

- **Computer Skills:** Proficient in Microsoft Office 365 WORD, advanced EXCEL, Basic PowerPoint, and basic WordPress. Knowledge of Constant Contact helpful.

Responsibility for Property: Assigned company credit card.

Responsibility for Communication:

- **Internal Contacts:** This position has routine contact with Bishop, Synod staff, Rostered leaders, all clergy and lay leaders in Synod churches.
- **External Contacts:** This position has routine contact other bishops & staff, vendors and general public.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

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 provided to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use manual dexterity, reach with hands and arms, and talk or hear. The employee is occasionally required to stand, walk, stoop and bend. The employee occasionally is required to lift up to 25 lbs. Specific vision abilities required by this job include close vision, distance vision, color and ability to adjust focus.

General Performance Standards and Expectations:

In addition to satisfactory performance on all of the essential job duties and responsibilities for this job, all Florida-Bahamas Synod, employees must fulfill the following basic performance expectations:

1. **Mission and goals:** Each Florida-Bahamas Synod, employee is expected to know the Synod’s mission and goals.
2. **Service Excellence:** All Florida-Bahamas Synod, employees will strive to provide outstanding service excellence to everyone they serve.

RESPECTFUL

Act in a courteous manner

Actively listen to gain full understanding Demonstrate awareness of “everything speaks” Show empathy and caring

RESPONSIVE

Approach people in an inviting and pleasing manner
Take ownership of actions and decisions Plan, anticipate, and be forward thinking Answer and return phone calls and emails Use proper communication etiquette Banish the phrase “not my job”
Provide assistance to all inquiries and follow through

ACCURATE

Do it right the first time
Ask probing questions
Use resources effectively and efficiently

COLLABORATIVE Participate in

teams Develop team skill sets
Learn available resources to be responsive
Develop internal and/or external connections

- 3. Grooming and Appearance: Florida-Bahamas Synod employees are always expected to maintain a neat and professional image.
- 4. Safety Awareness: Florida-Bahamas Synod, employees are expected to work diligently to maintain safe and healthful working conditions, and to adhere to proper operating practices and procedures designed to prevent injuries.
- 5. Attendance Standards: Florida-Bahamas Synod employees are always expected to attend to their work assignments and schedules in accordance with Synod Rules and Procedures.
- 6. Training: Florida-Bahamas Synod, employees are expected to attend College-provided training sessions and meetings when deemed necessary.
- 7. Continuous Improvement: Florida-Bahamas Synod employees are expected to give attention to continuous assessment and improvement of the position’s assigned set of duties and responsibilities.

Approvals:

This job description has been reviewed and approved by the leaders whose signatures appear below.

Title	Signature	Date
Assistant to the Bishop for Administration		
Employee		