

PARK STREET CHURCH  
DIRECTOR OF COMMUNICATIONS  
JOB DESCRIPTION

**OVERVIEW**

Park Street Church (“PSC”), founded in 1809, is a large thriving church in downtown Boston, with a membership of 1200 and about 35 staff members. Given our location in Boston, PSC recognizes the opportunities for gospel ministry in the Boston area and we are seeking to grow in our connection with the city. We also have a strong global missions program with many missionaries around the globe. We are committed to life-giving biblical proclamation, to transformative relationships with one another across generations and ethnicities, and to faithful worship of the triune God. We understand that Christ has called us to live out the gospel using our heads, hearts, and hands. Accomplishing the work that PSC is called to do requires excellent communication in a variety of forms. The Director of Communications is therefore a key position.

Our staff are committed to serving one another as we serve Christ. We meet weekly for a time of prayer and engagement in the Scripture, and we believe in the importance of collaboration for faithful ministry. The Director of Communications will work with many different members of our staff and will play a key role on our team, ensuring that we communicate digitally and in print in a manner that faithfully reflects our vision and our heart.

The Director of Communications is responsible for directing and managing the production of communications media of all kinds: website, social media, video media, podcast material, and printed material.

**ACCOUNTABILITY**

The Director of Communications reports to the Church Administrator.

**SUPERVISION**

The Director of Communications will supervise the Graphic Designer as well as volunteers and contract help as available to produce the church’s communications media and material.

**RESPONSIBILITIES**

1. Production of content, design and ongoing maintenance of the PSC website and its related collateral sites, ensuring accuracy, and consistency with PSC’s vision, ethos and branding.
2. Works closely with senior staff on developing communication strategy, tactics and timing.
3. Coordination, production and quality monitoring of print and digital media in close cooperation with the staff.
4. Design and production of video and podcast media for electronic distribution.
5. Production of photographic media.
6. Oversight of social media postings, SEO/Google Analytics.
7. Understanding and contributing to PSC’s communications strategy and audience targeting techniques; maintaining consistency regarding Park Street Church’s “brand image”.
8. Troubleshooting technical glitches and disconnects.
9. Coordinating other special projects and performing other duties as may be suitable.

**REQUIRED QUALIFICATIONS & CHARACTERISTICS**

1. Enthusiastic willingness to serve Christ and His church.
2. Ability to build and lead a team of staff and volunteers.
3. Maturity of Christian character and gifts of discernment.
4. Related work experience of at least three years.
5. Demonstrated experience in website and electronic media design and development.
6. Advanced technical skills including familiarity with design software, WordPress, Adobe Creative Suite, Office 365 and other packages. Professional level photography skills.
7. Attention to detail and accuracy.
8. Ability to plan, organize and multitask in a deadline intensive environment.
9. Excellent oral and written communications skills.

## **RECOMMENDED QUALIFICATIONS & CHARACTERISTICS**

1. Good listening skills
2. Patience and perseverance

## **OTHER EXPECTATIONS AND OPPORTUNITIES**

1. Must be in agreement with Park Street Church's statement of faith.
2. Selected candidate will be expected to become a member of Park Street Church, become vitally involved and participate in the general life and ministry of the church.
3. Involvement in other ministry tasks and continuing education will be encouraged as time and job responsibilities allow.
4. Participation in staff meetings and some personal development activities is expected.

(revised Feb 2021)