

St. Andrew's Presbyterian Church

Position Description

Position:	Digital Media and Communications Specialist
Organization:	St. Andrew's Presbyterian Church
Accountable To:	Director of Business Operations
FLSA Status:	Non-Exempt – Salaried
Revision:	May 2026

Position Summary

The Digital Media and Communications Specialist is responsible for church communications, including the website, social media platforms, digital content production, publications, promotions, and bulletin boards. This position creates and executes communications content based on direction and materials provided by staff, committees, and ministry leaders. This role is collaborative and supportive in nature — creatively serving others' communications needs rather than directing staff or committees on their processes or priorities.

Faith and Community Values

St. Andrew's Presbyterian Church seeks a candidate who:

- Is a person of faith in Jesus Christ and is comfortable working within the ethos, theology, and beliefs of St. Andrew's Presbyterian Church.
- Can engage respectfully and collaboratively across a broad theological spectrum.
- Values teamwork, collaboration, flexibility, and mutual accountability.
- Demonstrates discretion and discernment in all communications — ensuring that content shared on behalf of the church is not political, divisive, or inconsistent with the church's mission and values.
- Is a continuous learner who regularly seeks feedback, understands their own strengths and areas for growth, and pursues continual personal and professional development.
- Is collaborative and approachable; works well with others and helps staff, ministries, and members communicate their message effectively.
- Manages multiple projects well and meets concurrent deadlines.

Minimum Qualifications

- Demonstrates creative ability in digital media, visual communications, and church publications.
- Proficient in the use of multiple social media platforms, including Facebook and Instagram.
- Proficient in graphic design tools, including Canva, Adobe Photoshop, etc.
- Proficient in desktop publishing software such as Adobe InDesign, etc.
- Proficient in appropriate utilization of AI
- Proficient in basic web design and content editing (e.g., updating pages, managing media, and maintaining site content in a CMS environment).
- Proficient in basic video editing and short-form video content production.
- Excellent written communication and grammar skills.

Position Responsibilities

Including but not limited to the following:

A. Webmaster

1. Develop, update, and maintain the sapc.org website, including regular content updates, media management, and page editing.
2. Prepare, upload, and distribute announcement slides for website and worship use.
3. Maintain the church's weekly Linktree links for current and accurate digital navigation.

B. Social Media

4. Create, schedule, and maintain content across all church social media platforms, with emphasis on consistent, creative, and engaging activity on Facebook and Instagram.
5. Manage social media marketing and advertising campaigns in support of church ministries, programs, and events.

C. Publications

6. Prepare Weekly News
7. Prepare weekly Worship Bulletins
8. Create ministry flyers, posters, and banners as requested
9. Prepare the Cross Currents newsletter in a schedule provided by Head of Staff
10. Create St. Andrew's Annual Report
11. Create weekly Announcement Slides
12. Prepare and maintain the Welcome Table materials as directed by the Greeting Team.

E. Promotions

13. Develop, maintain, and promote the St. Andrew's brand across all communications channels.
14. Utilize social media, digital advertising, and video to promote church ministries and events.
15. Print and order signage as needed for church events, ministries, and facilities.

F. Support

16. Provide communications support to the Evangelism/Worship Cluster and other ministry areas as needed.
17. Collaborate with staff, church leaders, and ministries to support their communications needs. This role serves rather than direct.

G. Volunteers

18. Recruit and lead volunteers to assist with communications and digital media responsibilities as appropriate.

H. Other

19. Maintain and update ministry brochures and display racks.
20. Maintain church bulletin boards.