

Communications Support Team

Mission: To serve as a support team that partners with ministries and staff to plan, create, and manage communications that promote church life and outreach in a Christ-centered way.

Outcomes/Measures:

- Measure the number of visitors to, and engagement with, in-person and online worship and other ministry programs.
- Measure exposure of First Presbyterian Church to the community.
- Develop a variety of creative ways to increase awareness within the congregation of events and activities within and outside the church.

Key Responsibilities:

- Develop an inviting marketing and public relations strategy to create greater community awareness of the physical and digital presence of our church (websites, social media, print media, advertisements, etc.) to support discipleship and help ministries share the Good News of the Gospel.
- Develop messaging and communication to connect congregation members with each other and the community.
- Do periodic content reviews as needed to monitor and manage on-line content for accuracy and relevancy.
- Support on-going ministries by developing and supporting an effective Christ-centered communications plan that includes:
 - Common visual themes, templates, and formats for communications that can be shared by teams for communications they develop (Our Branding). Manage and share this library and support its use.
 - Resources that assist development of a common lingo, vocabulary and acronyms as used in the church facilitating efficiency and understanding.
- Review and update the marketing and communications plans annually.
- Annually review the effectiveness of our support as it relates to the mission of the Communication Support Team and the vision and mission of the church.