

Hennepin Avenue United Methodist Church  
Job Description

TITLE: Communications Specialist II

Reports to: Director of Marketing & Communications

In Support of: Members, staff, clergy of Hennepin Avenue United Methodist Church, and the greater community of people who may find a spiritual home at Hennepin

STATUS: Part-time (20-25 hours weekly), hourly non-exempt

POSITION SUMMARY:

The Communications Specialist II will work as a member of the Communications & Marketing team to support the overall mission and vision of the church, and to execute the strategic marketing and communications goals and objectives through digital, print, video and social media channels, as directed by the Director of Marketing & Communications. This role also provides production support during worship services, and Sunday availability is required.

SELECTED DUTIES:

The Communications Specialist II will be responsible for three main areas of marketing and communications work: web design, graphic design, and video production.

The Communications Specialist II will help develop and implement content for the church's digital communications channels, including the church website, outdoor billboard, several digital newsletters, and social media platforms including Facebook, Instagram and Twitter. These tasks comprise approximately 40% of the workload in the Communications Specialist II role.

The Communications Specialist II will also design graphic artwork for print promotions such as event posters and postcards, print advertisements, and banners. As needed, the Communications Specialist II will partner with and support the Communications Specialist I to update printed church communications collateral such as brochures, flyers, directories, and signage. These graphic design tasks comprise approximately 20% of the workload for this role.

The Communications Specialist II will also produce promotional videos to publicize the work of the church and drive engagement, volunteerism, leadership and philanthropic giving. This includes shooting live footage in platforms such as Facebook Live, making video recordings, editing video in software such as Premiere or Final Cut Pro, and incorporating text and sound. These video production projects comprise approximately 10% of the workload for this role.

The Communications Specialist I and Communications Specialist II provide production support for Sunday morning worship services (revising worship slideshow content, operating live stream camera, running worship slideshow, and completing post-production of media within live stream software platform). **Sunday availability from 8 a.m. to approximately 12 noon is required.** (20% of workload.)

Finally, the Communications Specialist II will meet regularly with the Communications and Marketing Team to help coordinate and execute projects in support of the church's many ministries and programs. Meetings and administrative support time comprises the final 10% of the workload for the role.

#### REQUIRED QUALIFICATIONS:

The Communications Specialist II will:

- Hold a Bachelors Degree in Communications, Marketing, Advertising/Public Relations, or related field; or have equivalent work experience;
- Have 2 years of professional experience in communications, graphic design, marketing, or similar, preferably in a non-profit setting;
- Have full fluency in the Adobe Creative Cloud including InDesign and Photoshop; video production software such as Premiere or Final Cut Pro; CMS platforms (WordPress preferred); the Microsoft Office Suite; Google Photos, Google Drive and Gmail; and Email Marketing Software (Constant Contact preferred);
- Proven ability to implement and uphold an organization's brand identity and Style Guide;
- Be a self-starter who is eager to learn new skills and master new tools;
- Be a team player who thrives in a collaborative, hard-working and laughter-filled setting;
- Be thoroughly reliable, with a proven record of excellent attendance;
- Be an excellent manager of one's own time and tasks to achieve high-quality results efficiently;
- Have proven ability to complete complex projects on tight timelines;
- Have strong writing, editing, and proofreading skills for both digital and print formats;

- Have excellent design sensibility and a commitment to modern, powerful visual storytelling;
- Have outstanding interpersonal skills, a friendly and approachable manner, and an innate ability to communicate respectfully, patiently and graciously with all members of the Hennepin community.

PREFERRED QUALIFICATIONS:

- Professional or volunteer leadership experience in a mission-focused nonprofit organization or house of worship;
- Experience providing on-site IT network administration and/or AV support;
- Advanced photography skills

To apply, please send the following, in ONE email message, to Amy Griffiths, Director of Marketing & Communications, at [amy@haumc.org](mailto:amy@haumc.org):

- Letter of Interest highlighting your relevant experience for this role
- Your current resume as an attachment (.pdf only)
- Links to your design portfolio and/or samples of graphic design, web design and/or video production projects