

# Position Description

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## Role

**Position Name:** Team Leader Media and Communication (Comms)

## Objectives

**Aim of the Position:** The Team Leader Media and Communication will collaborate with ministry leaders to set the direction and strategic implementation of internal and external communications to consistently articulate, enable and fulfill The Lakes Church's mission and vision. In addition to strategic planning and branding, the position oversees the day-to-day operation of Communications activities and volunteers, ensuring on-time delivery of compelling, and contemporary communications.

**Ministry Area:** Support to Ministry at The Lakes

**Full-time, Part-time, casual, contract, volunteer:** Part Time

**Weekly hours:** 22.8 - total 3 days full @7.6 hours per day

## Relationships

**Responsible/Reporting to:** Ministry Support Manager

**Other Relationships:** This position will be a part of The Lakes Ministry Support Team but will have regular contact and working with members of The Lakes staff, ministry teams and Admin Committee as required.

## Character and Conviction

- Openly affirm and practice the Christian faith
- Demonstrated Christian maturity (love for Christ and sacrificial love for others)
- Faithfulness to the people and ministry of The Lakes Church
- Committed to their own personal growth in the knowledge of the Word of God
- Positive attitude with good people skills
- Demonstrates a high level of integrity
- Well-organised with high-quality standards and expectations
- Self-motivated, able to prioritise, strong time-management skills
- Ability and commitment to encourage and maintain a Christ-like working environment
- Willingness to learn new skills as required

## Qualifications

- Education or industry training in graphic design, marketing, web design, social media, and brand management.
- High level of proficiency using Adobe Suite including Photoshop, Acrobat, Illustrator and InDesign.
- High level of proficiency in WordPress for website management
- Demonstrated experience in graphic design, branding, project management and organisation.
- Demonstrated experience with the entire production process.
- A strong portfolio showing excellent technical and artistic design abilities with attention to detail.
- Strong writing skills with the ability to craft compelling scripts for social media posts, website management and other church communications.
- Demonstrated ability to work effectively as a team member and independently with minimal supervision.

## Key Responsibilities

### Leadership Skills:

The Lakes has many skilled volunteers, ministry trainees and staff. Leadership is critical to this role because many of the responsibilities outlined below will be achieved through leaders and team members working under the Team Leader Media and Communication. Leadership will involve:

- raising up workers: to attract, develop and deploy team members;
- creating vibrant and effective teams and ensuring these teams are healthy and effective;
- key aspects of this leadership include: inspiring a shared gospel vision; challenging the status quo; enabling others to act; encouraging the heart; and modelling the way forward.

### Promotions and graphic design:

- Create communication strategies to market, inform, and promote The Lakes Church, church events, courses, sermon series and other campaigns as required, using print media, signage, digital and social media.
- Create various materials such as PowerPoint slides, booklets, lanyards, t-shirts, and welcome pack items as required.

### Social Media:

- Manage ongoing social media messaging and communication strategies.
- Oversee our Facebook and Instagram accounts and ensure a timely response to comments or enquiries.
- Create strategy and content to promote our church, encourage our church members and build followings on Facebook and Instagram.
- Create social media ads for major church events.

### Website, YouTube, Podcast:

- Manage The Lakes website to ensure an effective online presence and consistent and up-to-date information for all ministry pages, linked documents, sermons and events.
- Manage our YouTube channel, including livestreams and comments.
- Create and upload sermon audio for our website and podcast.

### Photography and Video:

- Manage the Photography Team to ensure church events are documented by photo and video as well as Sunday gatherings, baby dedications, and baptisms.
- Keep the photography database organised and up-to-date for quick access to photos for promotions and other purposes.

Name of Employee: .....

Signature: ..... Date: .....