



Employment Qualifications: DC  
Effective Date: April 2026  
Revision Date: April 2026

Church Operations Policy Section: Job Descriptions  
Policy: Church Employment  
Employee Classification: Exempt

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**POSITION:                   DIRECTOR OF COMMUNICATIONS**

**Policy**

**Statement:**                   It is the policy and practice of First Presbyterian Church of Marietta to enlist the professional and ministerial services of qualified people to support and further the work of God’s kingdom through the church; the position job description is intentionally goal oriented and presents general ministry qualifications as well as specific goal requirements for a successful and productive employment relationship with the church staff, congregation, and local community.

**The qualified candidate:**

1. Acknowledges Jesus Christ as his/her personal Lord and Savior.
2. Relies fully on the Lord’s wisdom and guidance by the Holy Spirit for strength in his/her daily activities.
3. Realizes that his/her attitude, dedication, and performance will potentially be witnessed or heard about by countless persons, directly or indirectly, making it critically important that Christ’s church be reflected in all he/she does.
4. Senses a purpose and call by the Lord to serve His church and can/will demonstrate personal gifts to ensure job success and productivity.
5. Is committed to FPC’s mission, vision and theological values.
6. Has proven experience in church, nonprofit, or community communications, or equivalent.
7. Is experienced with media relations, digital platforms (website, email, and social media), and content production.
8. Is willing to accept responsibility and accountability for work goals and anticipated results, as outlined and updated by senior staff and administrative church leadership.
9. Has the ability and willingness to lead in a teamwork environment and is tolerant of suggestions and different approaches.
10. Is cognizant of and sensitive to the variety of ways to effectively communicate to diverse audiences.
11. Is prepared for and open to advanced technology capabilities including, but not limited to, using the Realm church management system and Microsoft Office, Adobe Creative Cloud, WordPress, Canva (computer- and mobile-friendly versions), and AI tools, as needed.
12. Is interested in and capable of dealing openly, effectively, tactfully, and patiently with the public and church personnel, officers and members, presenting the church in the best light.
13. Is ready for multitasking and flexibility, taking potentially stressful moments in stride, and is prepared for intermittent requests to work scheduled weekends and evenings.



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**POSITION: DIRECTOR OF COMMUNICATIONS**

Principal  
Function:

Lead FPC's marketing and communications to clearly and compassionately communicate who we are and what we do to two primary audiences: the external community and our partners serving those in need as well as the internal congregation to deepen engagement with our ministries and missions. Verify all messaging reflects the gospel and FPC's mission, vision, and brand.

Skill Requirements:

- Excellent written and verbal communication for diverse audiences.
- Strategic thinking with strong planning, multi-tasking, and organizational skills.
- Experience in community outreach, media relations, and stakeholder engagement.
- Team leadership and vendor management (staff, volunteers, and media).
- Attention to detail, accurate data entry, and basic budgetary competence.
- Ability to produce accessible, culturally sensitive, and theologically faithful content.

Work Schedule: Monday–Friday (weekend availability as required)

Key Responsibilities:

External (focus: community and partners)

1. Develop and execute marketing and communications strategies that raise awareness of FPC's programs serving the hungry, poor, unhoused, incarcerated, and other vulnerable groups.
2. Build and maintain relationships with community partners, service agencies, and local media to amplify impact and coordinate outreach.
3. Produce clear, compassionate content (e.g., print, website, social, video, ads, and signage) that communicates services, volunteer opportunities, and ways to donate or partner.
4. Manage the FPC brand in community-facing materials to ensure trust, clarity, and accessibility.

#### Internal (focus: congregation and volunteers)

1. Create targeted campaigns and editorial calendars that inspire our congregation's engagement in worship, ministries, missions, and volunteer opportunities.
2. Produce timely internal communications (e.g., email, Realm, bulletin, social media, and video posts) that make it easy for members to act, serve, give, and connect.
3. Support ministry leaders with materials, messaging, and training to improve volunteer recruitment and retention.
4. Implement feedback channels and metrics to gauge member awareness, participation, and satisfaction.

#### Content and Brand Management

1. Serve as creative director and managing editor for all content, including supervising staff, volunteers, freelancers, and contractors.
2. Ensure all messaging is grammatically correct, doctrinally faithful, and consistent with FPC's mission, vision, brand, and accessibility standards.
3. Maintain quality control for campus signage and branded materials to communicate clearly to all audiences.
4. Oversee content for FPC's website and Realm app to support both outreach and member engagement.

#### Operations and Leadership

1. Set project timelines, manage workflows, and meet ministry deadlines and budget guidelines.
2. Support development/fundraising and other types of communications in collaboration with the Communications Committee, other committee leaders, and the Session.
3. Report to the Director of Administration serving on FPC's leadership team; participate in staff meetings and retreats.
4. Follow financial transaction policies, employee handbook, and ministry objectives; interact professionally and kindly with the congregation, visitors, and partners.
5. Plan proactively, including scheduling time for rest and professional development.

## **Who we are, what we do now and what we want to do in the future**

Following are synopsis of FPC's mission, vision, and brand statements plus key brand elements to use when evaluating Director of Communications candidates during the interview process:

**Mission** — we serve as an embodiment of Christ's abundance by welcoming all, serving our neighbors, and nurturing spiritual growth through worship, care, and justice-driven ministries.

**Vision** — we are a thriving, inclusive faith community in the heart of Marietta where every person flourishes, generations connect, and the church's history fuels courageous, compassionate action.

**Brand** — as a 190+ year-old congregation, we are an open-hearted church that pairs tradition with active, outward- as well as inward-focused service that is rooted in faith, relevant to today, and committed to dignity for all.

**Tagline** — Changing lives through faith, hope, and love.

**Core values** — we strive to:

- Welcome all people.
- Provide opportunities for living a faithful, God-centered life through effective ministries and missions.
- Intentionally listen to the word of God to provide service in action and a measurable community impact through ministries and missions. Examples include the Pantry on Church, the Preschool, Club 3:30, NAMI and Stephen Ministry mental and emotional health support, Bible studies, Sunday school classes, worship services, youth and young adult groups, music ministries, support to the imprisoned, and much more.
- Serve others with compassion, generosity, loyalty, humility, and kindness.
- Empower our congregation to be church leaders and serve those inside and outside our church walls, all with the support, teaching and guidance of our pastors and staff.
- Provide a Presbyterian, democratic system of governance for which members lead decision-making.