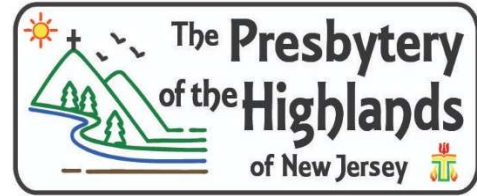


# Part-Time Communications Coordinator

Presbytery of the Highlands – Position Overview



September 2025

## Position Summary

The Presbytery of the Highlands is seeking a Part-Time Communications Coordinator (25 hours per week) to craft and amplify its distinctive voice. This role blends storytelling with strategy, offering the opportunity to create engaging online content, manage impactful projects, and foster vibrant church communities through inspired communication.

## Role Purpose

- Direct the development and implementation of a unified communications strategy.
- Support and advance the presbytery’s mission.
- Share the presbytery’s stories and vision with the wider community.

## Structure

This position is intentionally structured as a part-time role under the supervision of the Presbytery Leader and is not intended to encompass the responsibilities of a full-time job within part-time hours.

- Content creation aims for consistent and quality output rather than focusing on volume.
- The position is organized with goals set for three phases.

## Key Responsibilities

### Strategy and Brand Identity (Phase 1, estimated first 6–8 months)

- Work with the Communications Team and staff to develop a communications strategy aligned with the Presbytery’s mission, vision, and values.
  - Define a clear brand voice, tone, and visual identity.
  - Create a basic style guide (including logo, fonts, colors, and sample messaging).
  - Plan an annual communications calendar reflecting the liturgical year, major events, and mission objectives.
- Foster relationships with staff, Team leaders, and church leadership.

### Implementation and Creation (Phase 2, estimated next 6–8 months)

- Collaborate with staff and Presbytery leadership to execute the communications strategy and calendar.
  - Establish a consistent content schedule based on the annual calendar.
  - Ensure use of style guidelines in all communications.
  - Adapt and repurpose content on existing platforms for multiple channels to maximize reach and engagement.
    - Create and/or edit resource videos and update Presbytery website in conjunction with staff and presbytery leader.
    - Utilize tools such as Canva, Mailchimp, WordPress, Adobe Suite, and others as needed.
- Develop, refine, and distribute content related to Presbytery meetings and events across existing web, email, social media, and print platforms.
- Gather narratives from local churches and share these stories across platforms (website, newsletter, social media) to inspire and resource others.
- Encourage the use of emerging social media platforms (e.g., TikTok, blogs) to foster engagement and connectivity.

### Metrics & Performance

- Track analytics for social media, email, and web channels.
- Use data insights to refine content and report to leadership.
- Optimize Presbytery website and blog content for SEO so that churches and ministry resources are more discoverable online.
- Follow accessibility standards (alt text, readable fonts, color contrast, closed captions).

### Training & Congregational Support (Phase 3)

- Create a Communications Toolkit with templates, branding basics, and a social media guide as a resource for local churches.
- Maintain a shared drive of templates, logos, and graphics.
- Lead 2–3 regional workshops per year on communications, branding, and/or storytelling for local churches.
- Resource Innovation and Communications Team in their goals to support congregational leaders in their communication strategies and skills.

### Required Qualifications

- Understanding of and appreciation for the values and mission of the Presbyterian Church (U.S.A.).
- Strong administrative and organizational skills
- Experience in strategic communications or digital marketing.
- Strong writing, editing, and storytelling skills across a variety of media and formats.

- Proficiency in managing social media platforms, email marketing tools (e.g., Mailchimp), and content management systems.
- Experience with basic graphic and video editing tools (e.g., Canva, Adobe Creative Suite, iMovie, etc.).
- Excellent interpersonal skills, with the ability to build relationships across theological, generational, and cultural lines.
- Ability to work independently while also collaborating with staff and committees.
- Willingness to travel within the Presbytery for events and occasional evening/weekend coverage.

### Preferred Qualifications

- Familiarity with the geography and ministries of the Presbytery of the Highlands.
  - Background in church communications, nonprofit storytelling, or faith-based marketing.
  - Knowledge of Presbyterian polity and the ethos of connectional ministry.
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### Compensation and Benefits

- Competitive salary.
  - Continuing education funds.
  - Mileage and travel reimbursements for off-site events.
  - Flexible work arrangements
  - Healthcare Contribution
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### To Apply

Send a resume, cover letter, and 2–3 samples of past communications work (social media posts, newsletters, articles, etc.) to [Insert Email or Application Portal].

For internal use only:

- Base salary \$42,900 — 25 hours @ \$33/hour
- \$7,722 — 18% of base salary, Healthcare
- \$3,003 — Social Security
- \$1,000 — Continuing Education (Con Ed)

\*Travel reimbursement for (non-clergy) staff is consolidated within an existing general expense fund.

TOTAL: \$54,625.00