

Job Opportunity
Synod Administration Building
Milwaukee

Director, Communication Services

Description:

Reporting to the President of the WELS, the Director, Communication Services is responsible to coordinate all corporate WELS internal and external communication by performing the following duties personally or through subordinate staff.

Responsibilities:

- Promotes the understanding of the mission and ministry of the Wisconsin Evangelical Lutheran Synod (WELS) through all available communications channels including *Forward in Christ*, WELS.net, e-mail and direct mail.
- Cooperates with the editorial staff of *Forward in Christ* in marketing and promotion planning of the magazine.
- Serves the Synod President, Conference of Presidents (COP) and the Synodical Council (SC) by identifying and projecting internal and external communication needs, planning responses to those needs, implementing existing and new communications programs, and evaluating effectiveness of programs.
- Plans and directs development and communication of information designed to keep public informed of WELS' programs and doctrinal positions. Promotes goodwill through such publicity efforts as presentations, exhibits, and question/answer sessions.
- Assists all Areas of Ministry, Synod Schools and district leaders to plan and develop quality communication strategies and tools and advises as to how they should best be used.
- Coordinates the management of crisis communications. Oversees the implementation and updating of "crisis manuals" and the training of the crisis management team for appropriate response to public inquiries and crisis management issues.
- Arranges for communications efforts in order to meet needs, objectives, and policies of subsidiary organizations serving as in-house advisory member.
- Researches data, creates ideas, writes copy, contacts media representatives, or represents WELS directly before WELS constituency and general public.
- Develops strategies to promote and maintain the WELS identity or image from the synod level down to the congregations.
- Oversees the *WELS Connection* creation and distribution by planning, budgeting, developing and promoting the videos.
- Works closely with the WELS Ministry of Christian Giving to coordinate appeal campaigns and other programs to raise awareness of giving opportunities.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor' degree (B.A. or B.S.) in journalism, business communications, public relations, marketing or communications-related area from four-year college or university; or at least 10 years related experience and/or training; or equivalent combination of education and experience. Experience could include the following:
 - Public media experience
 - Religion communications experience
 - Publications in journals, magazines, etc.
 - Conducting communication workshops for lay and professional groups
 - Teaching at high school or university levels in areas related to communications or public relations
- Familiarity with the doctrinal positions and work of WELS and ability to discern best communication style and approach to reach internal and external audiences
- Understanding of web technologies and social networks/media channels and the ability to create strategies around their use
- Ability to compose, produce and oversee distribution of information to convey and reinforce WELS identity through all communication vehicles to include: broadcast, print, web and mobile
- An active member of the WELS/ELS who is encouraged to secure religious certification from Martin Luther College

Apply at <https://welsab.emangrove.com/SysForms/Jobs.aspx> or fax to (414) 256-3899.