

Director of Communications

Saint James Episcopal Church & The Urban Well

Position Summary

The Director of Communications is a strategic, creative, and highly collaborative leader responsible for advancing the mission of Saint James Episcopal Church and The Urban Well through compelling storytelling, thoughtful communications, and coordinated messaging. The Director helps parishioners, newcomers, neighbors, and community partners engage more deeply with the mission, ministries, and community life of the parish.

This position develops and implements an integrated communications strategy across digital, print, video and in-person platforms. Working closely with clergy, staff, ministry leaders, and volunteers, the Director ensures that communications are timely, accurate, accessible and aligned with the identity and priorities of Saint James Episcopal Church and The Urban Well.

Primary Responsibilities

1. Communications Strategy

- Develop and implement a comprehensive communications strategy that supports parish life and worship, including the Urban Well.
- Establish and maintain a consistent parish voice, messaging framework, and visual identity across all communications channels.
- Monitor engagement metrics and analytics across media platforms to evaluate effectiveness and recommend improvements.

2. Digital Communications & Content Management

- Serve as the lead editor and content manager for the parish website, ensuring information is current, accurate, on-brand and easy to navigate.
- Plan, create, and manage social media content, campaigns, and publishing schedules.
- Produce and distribute newsletters, email communications, announcements, and other recurring communications.

- Maintain a coordinated communications calendar and publication workflow.

3. Storytelling & Creative Content Development

- Capture and share the story of Saint James and The Urban Well through photography, video, testimonials, feature stories, and other creative media.
- Attend key worship services, parish programs, and community events as needed for content creation.
- Coordinate the development of brochures, signage, event promotions, stewardship materials, and other branded communications. Use Photoshop to create in-house marketing and communication materials.
- Collaborate with outside designers, photographers, videographers, printers, and other creative professionals as needed.

4. Worship Technology & Livestream Production

- Coordinate production support for designated worship services and other events to ensure high-quality distribution of Saint James and Urban Well offerings to online participants
- Recruit, schedule, and support volunteers assisting with audio, video and livestream ministries.
- Collaborate with clergy, musicians, and ministry leaders to ensure technology support worship with reverence, clarity, and reliability.
- Assist in identifying and implementing improvements to worship-related communications and technology systems.

5. Communications Operations & Administration

- Establish efficient systems and processes for collecting, reviewing, and publishing parish information.
- Maintain organized archives of photography, video, digital assets, printed materials, and recorded services.
- Ensure compliance with copyright, licensing, media release, and brand usage standards.
- Support major parish initiatives and campaigns through integrated communications planning.

Measures of Success

Success in this role may be demonstrated through:

- Consistent, timely, and high-quality communications across all platforms.
- Increased engagement with parish communications and digital content.
- Strong collaboration among clergy, staff, lay leaders, and volunteers.
- Effective promotion of parish ministries, events, and stewardship initiatives.
- Reliable worship communication and livestream support.
- Compelling storytelling that reflects the mission, ministry, and impact of Saint James and The Urban Well.

Qualifications

Required

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or a related field, or equivalent professional experience.
- Demonstrated professional experience in communications, marketing, public relations, journalism, media production, or related fields.
- Excellent writing, editing, and verbal communication skills.
- Experience developing and implementing communications strategies across multiple platforms.
- Experience managing websites, email platforms, and social media channels.
- Strong organizational and project management skills with the ability to manage multiple priorities and deadlines.
- Ability to work collaboratively with clergy, staff, volunteers, and community partners.
- Ability to work independently, exercise sound judgment, and handle sensitive information with discretion.

Preferred

- Experience in a church, nonprofit, educational, or mission-driven organization.
 - Familiarity with Episcopal tradition, Anglican worship, or mainline Protestant settings.
 - Experience with photography, video production, livestreaming, graphic design, and content creation.
 - Experience using Photoshop.
 - Experience supervising volunteers, vendors, or project teams.
 - Understanding of digital accessibility best practices.
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Core Competencies

- Strategic Thinking and Planning
 - Written and Verbal Communication Excellence
 - Storytelling and Audience Engagement
 - Editorial Judgment
 - Brand Stewardship
 - Project and Calendar Management
 - Digital Media Fluency
 - Collaborative Leadership
 - Volunteer Development
 - Hospitality and Community Engagement
 - Creativity and Innovation
 - Professionalism and Discretion
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Work Schedule & Expectations

Regular on-site presence is an essential function of this position. The Director of Communications is expected to participate in selected Sunday worship services, major holy

days, and parish events throughout the year in support of communications, storytelling, and worship production needs.

The schedule includes occasional evening and weekend responsibilities and offers flexibility to accommodate event-related work. The Director works closely with the Associate Rector to establish priorities and schedules that support parish needs while promoting sustainable workload management.

Physical & Practical Requirements

- Routine computer-based work and operation of communications equipment.
 - Attendance at meetings, worship services, and parish events.
 - Occasional transport and setup of lightweight communications materials and equipment.
 - Ability to work throughout a historic urban church campus and in active worship and event settings.
 - Successful completion of required background checks and Episcopal Church safeguarding training.
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Our Invitation

Saint James Episcopal Church seeks a communications professional who combines strategic thinking, creativity, hospitality, and a passion for storytelling. This role offers the opportunity to help communicate a vibrant parish mission, strengthen community connections, and bring to life the stories that inspire faith, belonging, and service

To apply, please send a resume and cover letter to kristen@saintjameslancaster.org.