



## **Communications Director/Assistant to the President for Communications**

Lutheran Church–Canada (LCC), a conservative confessional Lutheran church body, is seeking a Director of Communications/Assistant to the President for Communications to provide leadership and guidance in the ever-changing communication landscape. Working at the head office in Winnipeg, reporting to the President of Synod, and as a member of the executive team the DOC will be responsible for effective communication to LCC's constituencies in all media.

### ***Duties***

#### ***General***

Reporting to and accountable to the President of Synod the Communications Director will:

1. Create an overall communication plan and philosophy for LCC Communications that reflects the strategic directions and priorities of the Board of Directors, President's Ministry Council, and Synod leadership
2. Provide day-to-day communication services (news releases, consultation, editorial services, etc.)
3. Provide LCC leadership with information on emerging issues in the church, the country and internationally that could impact the mission and ministry of Lutheran Church–Canada
4. Leading by example, provide encouragement and resources to congregations for effective communications
5. Articulate and communicate the theological positions of Lutheran Church–Canada to internal and external constituencies.
6. Provide communication services and/or support for national/synodical events (conventions, conferences, gatherings etc.)
7. Seek ways to increase the communication capabilities and outreach of Lutheran Church–Canada
8. Develop professional relationships with communications personnel in LCC-affiliated agencies, partner churches, and communicators in other church bodies and other faith groups (as needed) in Canada
9. Establish and maintain relationships with national media outlets

### **Specific ongoing duties**

#### ***The Canadian Lutheran***

1. Consult with the Editor to prepare themes for editions
2. In coordination with the Editor, research and write news stories/releases including
  - international
  - national
  - educational (related to seminary education and the training of deacons)
  - international mission

- regional (district)
- Solicit photos/identifying appropriate images (i.e., organizational logos) to accompany news stories

### ***Electronic Newsletters***

1. Edit and publish the e-newsletter *InfoDigest* (which publishes headlines and brief synopses of news and articles published online, as well as links to important information from LCC-affiliated agencies)
2. Edit and publish e-newsletter *Doorposts* (which publishes important information for LCC church workers)
3. Publish of other e-newsletters as necessary

### ***Special Publications***

1. Working with LCC's Executive produce written content and layout for periodic publications i.e. LCC's annual *Mission Newsletter*

### ***Social Media/Website***

1. Create and post news stories to [www.CanadianLutheran.ca](http://www.CanadianLutheran.ca)
2. Post material from The Canadian Lutheran to [www.CanadianLutheran.ca](http://www.CanadianLutheran.ca)
3. Create links and promote postings from [www.CanadianLutheran.ca](http://www.CanadianLutheran.ca) on [Canadian Lutheran](#) and [Lutheran Church Canada](#) Facebook pages and Twitter
4. Post new and updated material to [www.LutheranChurch.ca](http://www.LutheranChurch.ca) website (Site currently under redesign)

### ***Qualifications***

1. Excellent communication and writing skills with the ability to adapt writing to reach various audiences.
2. Degree in communications, journalism, English, or other writing-heavy programs will be considered an asset, as will previous work experience in communications, editorial, and marketing.
3. Understanding of and involvement in current trends in communication and social media
4. Ability to facilitate workshops, make presentations, and public speaking
5. A strong grasp of Lutheran theology. Knowledge of Lutheran Church–Canada's structure will be considered an asset.
6. Knowledge and experience working in public relations/corporate communications

Further information contact Iris Barta [officemanager@lutheranchurch.ca](mailto:officemanager@lutheranchurch.ca)