

Tanque Verde Lutheran Church

Position Description

Title: Ministry Narrator

Reports To: Lead Pastor

Job Classification: This full time (40 hours/week) exempt position has a flexible schedule that includes a regular presence in the church office, weekend worship, and special events.

Position Summary: This individual is responsible for telling the story of TVLC ministries to both internal and external audiences in a way that produces excitement for God's work in our midst, inspires support, and invites participation.

Primary Areas of Responsibility:

- Compose, organize, and edit newsworthy digital stories to be shared regularly in worship, on our website, and on social media
- Produce authentic and appealing videos that provide both a recap of events and future promos (i.e. ministry highlights, special events, VBS, outreach, worship)
- Create opportunities for our members to share what God is up to in their lives and ministry, seeing themselves as part of God's story
- Collaborate with the communications and stewardship teams to take a year-round approach to stewardship
- Work with the communication team to help ministry leaders form collaborative and integrated communication plans
- Be the primary photographer to regularly capture quality photos to be used in TVLC communications
- Oversee and implement TVLC's social media engagement and digital presence creating and distributing content consistent with TVLC's mission and vision
- Explore ways to expand TVLC's reach, including new social media platforms, advertising, and search engine optimization
- Analyze audience engagement in online ministries and help determine effectiveness of different content and platforms
- Maintain branding consistency and seek opportunities to increase brand awareness

Abilities/ Skills:

- Personal faith and commitment to following Jesus and sharing his love
- Ability to learn and implement graphics and video editing software
- Photography
- Social media
- Creativity and innovation
- Project management
- Attention to detail
- Self-directed
- Ability to build trusting relationships with all ages

Tanque Verde Lutheran Church Position Description

- Knowledge of and comfort with TVLC culture and ELCA theology

Education/Training/Experience:

- Bachelor's degree in Marketing/Communications or related field
- Minimum two years of experience in a ministry context
- Minimum two years of experience in marketing/communications