



Community of Christ

Position Description – CANADA

Date	March 2, 2017
Title	Public Relations and Marketing Specialist (PRM)
Education Requirements	Marketing specific
Experience Required/Desired	This position requires experience in hands-on public relations, a working knowledge of the practices of P2P, B2B networking dynamics and the broad array of communication formats and tools of this PRM function
Immediate Supervisors	Canadian MCP's
Employment Status	<input checked="" type="checkbox"/> Full Time (40 hours per week) <input type="checkbox"/> Part Time (20 hours or more per week) List hours per week: <input type="checkbox"/> Part Time (under 20 hours per week) List hours per week:

Summary of Position	<p>“If a tree falls in a forest will anyone hear it?” How truly sad if a story is not heard, if its meaning is not understood, if its contribution to the whole community is not received or recognized.</p> <p>“Identity Development” through public relations and marketing, communicates and reinforces our story, vision and vibrant presence in the life of the communities where we live and interact to intentionally reach new communities of searchers. The outcome envisioned for this role is our magnified reach into the life of unchurched searchers local to our congregations and entry point meetups. Our numerical growth will be largely dependent upon this medium until we reach a tipping point of momentum that sparks courage in our people to share and invite.</p> <p>The following fundamental understandings are key to the outcomes of this position:</p> <p>Internal Awareness Development nurtures our faith community on a learning curve in alignment with our continuing prophetic journey.</p> <p>Public Relations is our intentional, pervasive connections and dialogue with external influencers, networks, connectors, thought leaders, media sources and</p>
----------------------------	---

	<p>our neighbouring communities.</p> <p>Community Invitation is our call to participation, inclusion and to a sense of belonging within our diverse faith community offerings, sacraments and relationships.</p> <p>Identity Development is our creative contextual communication and interaction with “people audiences” to introduce them to our story and its interconnecting relevance to their story.</p> <p>Brand Loyalty Is a factor of Contextual Relevance, the Sense of Belonging, the Affirmed Values of our Movement and the Added Value Offerings “experienced” amongst us that motivate continued participation.</p>
<p>Essential Functions</p>	<p>This role requires a leader of opportunistic and discerning action who performs the following functions:</p> <p><u>Essential Functions of the Role</u></p> <ul style="list-style-type: none"> • Become familiar with and suggest enhancements to all forms and facets of internal communications throughout Canada in our faith community and associated groups and new plants • Train, support and monitor the communications that congregations and Mission Centres are distributing to ensure all are effective in their individual contexts • Become familiar with and facilitate models of communications with appropriate content for our affiliates, partners, major donors and headquarter stakeholders in the required timeframes and frequencies • Create a database of media, vehicles, publishers profiles, contacts, calendars of events, blogs, newsletters, webinars, workshops, affiliates, alignments, partnerships, cross marketing, target audiences, compatibility • Create a PR calendar to maximize potential connections – events, audience, vehicles, focus, preps & supports needed, cross marketing and partnerships with other researched compatible players • Social Media expertise in all medihums to inform audiences with PR / identity portrayal • Cross Marketing – develop ready-made and custom on-line banners for compatible sites to market our profile, events, offerings, opportunities for participation, ways to make a difference • Use of creative and meaningful memes, infographics, slideshare to create entry points on social media, LinkedIn, banners, podcasting • Webinars, podcasts, live streaming and accessible library content, featured throughout our vast array of “identity presence” vehicles • Learn how to position C of C identity in all and every interaction, and encounter. Every postings is a “Living Moment” in the life of our faith community • Design signage, sandwich boards, display booths and kits, phrasing, fonts, videos, graphics, questionnaires, handouts, role play tools • Research opportunities in communities where congregations and plants exist for encounter with specific target audiences



Community of Christ

Competencies/Skills

Skillsets Required

1. Communication skills to articulate our identity in all facets and forms of PR with writing skills that inspire, are contextually appropriate and storify our cause with engaging content.

2. Technology and Research skills enabling us to be on pace with emerging trends in communications, human dynamics and parallel organizations. Crossover research in non-related fields is all part of creative visionary thinking. Stay current with technology changes and new communications channels and techniques.

3. Fully Awake Creativity that challenges and revisits every model, every communication and generates and calls for fresh ideas and lateral thinking always. Be dynamically on the edge and creative all the time. Whether by writing, coming up with a new approach to an old idea, or finding a way to attract new customers, you are constantly required to be creative. Create and advocate bold, market-changing ideas. This era of disruption and experimentation in the marketing communications world will continue to accelerate.

4. Web and social networking tools - An understanding of the leading social networks, search engine optimization, the importance of blogs and an interest in their use, is essential. Understand the nuances of blogger relations. Basic Coding skills useful. Understand CofC social ethics.

5. Understand target audiences, including media-consumption habits and media preferences. The customer is more in control than ever. You must be where they are. Acquire that essential contextual knowledge that allows and enables us to be more valuable to those we target.

6. PRM is not a well understood concept in a faith community so be prepared to present and justify activities and budgets, showing concretely how they could impact lead generation and ultimately, our bottom line growth.

7. Understand the Identity, Mission, Message and Beliefs of Community of Christ and how to interpret and express them within the culture and context of the unchurched.

Primary Responsibilities Include

The primary role of our PRM will be more specific to external PR to support our Entry Point models of community reach. "Entry Point Ministry" marketing identity would present more informal, common language "creative" that portrays our mission, enduring principles and spiritual formation supports in safe and inviting language and imagery. Our emphasis would be local community "presence" supports through on-line, local print, community event displays,

	<p>sandwich boards, banners and signage.</p> <p>This role requires a leader of opportunistic and discerning action. He/she relates well with Cdn administrators, MC staff, and congregational leadership in addition to the World Church Communications Team. The PRM will co-ordinate, teach and support each of the other leadership areas across our Mission Centres, the how-to's of reaching people through the many channels of personal and corporate interaction within the church and outwardly; presenting our identity to the community.</p> <ol style="list-style-type: none"> 1. Hands-on public relations and P2P, B2B networking dynamics. 2. Conduct workshops to provide the instructional knowledge, know-how and supports to a new realm of PR teams in Canada to provide enhanced and effective "Identity Presence" across our Canadian faith community. 3. Recruit, train, mentor and follow-up with congregational PR leaders to ensure this initiative is an ongoing expression of identity development in the life of the congregation and community. 4. Responsible for regular PR communications individually and with the larger team to foster a team spirit of shared ministry. 5. Plan an annual PR workshop/retreat for training, guidance, resource know-how and hands-on participation, including spiritual formation, idea formation and fellowship. 6. Engage in personal leadership and spiritual formation activities.
Supervisory Responsibility	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Other Duties	Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Other duties, responsibilities and activities may be assigned when necessary.
Registered Youth Worker	Employee is required to be a registered youth worker with Community of Christ or be able to register within 30 days of hire date.
Grade	N/A
Ministerial Status	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Overtime Status	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt
