

LUTHERAN FOUNDATION OF ST. LOUIS

Job Description

Title:	Communications Strategist and Events Manager – Send Me St. Louis and Lutheran Foundation of St. Louis
Reports to:	President/CEO, Lutheran Foundation
Status:	Full Time, Exempt
Hours:	40 hours per week
Pay:	\$65,000 - \$80,000

About Send Me St. Louis and Lutheran Foundation of St. Louis

Send Me St. Louis (Send Me) and Lutheran Foundation are dynamic, sister organizations, both committed to supporting area churches, nonprofits, and ministries as they engage and serve the St. Louis region. Send Me focuses its efforts on building the capacity of St. Louis area churches and faith-based nonprofits around the areas of effective community engagement and volunteer management, with the hope that the church (corporately and individually) will engage their unique role in the community. Lutheran Foundation has made grants totaling over \$140 million in its 40 years of existence and desires to see the Church brought into the lives of hurting people and people included in the healing life of the Church.

Position Summary

This position reports to the President/CEO and plays a key role in sharing the story, impact, and offerings of Send Me and Lutheran Foundation with pastors, church and nonprofit leaders, and the broader St. Louis region.

The right candidate will be a strategic self-starter, a creative thinker who naturally identifies new ways to communicate with existing and future constituents, and a person who desires to create and host intentional, meaningful gatherings that facilitate connection and add value.

Duties & Responsibilities

Communications Strategist

- Oversee the planning, development, and implementation of strategic communication efforts to reach our primary audiences including regional ministry leaders, grantees, and our delegate congregations. Communications will include email marketing, website maintenance, print and digital content, and social media to create awareness, momentum, and clear calls to action.
- Develop organization-wide messaging, as well as plans and campaigns for particular programs, working closely with the President/CEO and program directors.
- Build strong relationships across the organization to stay current on our programs and to infuse an awareness of marketing and messaging in all our work.
- Measure, track, and analyze marketing/communication efforts to inform effective decision-making.
- Serve as the organization's lead writer and editor for a range of internal and external communications.
- Identify and maintain up to date online library/resource materials on Christian-specific volunteer management and healthy community engagement/service trends, tools, data, etc.
- Connect/refer individuals/groups to community resources upon request.

Events Manager

- Manage logistics for all Send Me and Lutheran Foundation events and trainings/workshops (site coordination, materials, supplies, communication with registrants, ordering food, etc.). Approximately 15-20 trainings/events per year including small dinners, group trainings, networking events, and large scale convenings.
- Develop relationships with event spaces and create database of potential venues.
- Support the identification and development of workshops/trainings. Secure resources, handouts, websites, etc. that complement workshops.

Other

- In coordination with President/CEO and team members, manage evaluation efforts to determine organizational effectiveness.
- Actively participate in Send Me and Lutheran Foundation team meetings.
- Other duties as assigned.

Qualifications & Skills

Character, Personality, and Values

- Demonstrates good judgment and Christian character.
- Knowledge of the Christian faith and nonprofit community in St. Louis.
- Familiarity with The Lutheran Church-Missouri Synod preferred.
- An understanding of the value of volunteers and healthy community engagement ministry. An enthusiasm for sharing this understanding.
- Adaptable – willing to develop new skills and knowledge base to adjust to changing landscape.
- Entrepreneurial – excitement for and ability to move from idea to implementation.
- Excellent organizational skills in managing multiple tasks with close attention to details.
- Ability to be initiative-taking and disciplined.
- Ability to work in a team environment.

Communications/Marketing

- Experience with communication/technology platforms – email management, websites (i.e., WordPress), social media, presentation software (Zoom, PowerPoint, etc.), and Customer Relationship Management (CRM) software (i.e., Blackbaud).
- Ability to learn about and utilize new/emerging technology platforms and tools.
- Experience in designing visually appealing materials.
- Excellent written, verbal and interpersonal communication skills

Events

- Passion for helping create events that facilitate connection and add value to participants.
- Experience developing, administering, and hosting events.
- Ability to adapt when things do not go according to plan (i.e., technology does not work).

Other

- Ability to sit at a desk for extended periods of time.
- Sufficient mobility to move to various locations in and out of the office for site visits, presentations, trainings.
- Sufficient vocalization for making presentations, speeches, and hosting trainings.
- Sufficient visual ability to focus attention on extended use of electronic documents and websites.
- Ability to occasionally lift 25-pound item and move item ten feet.
- Bachelor's degree required.
- Must be able to occasionally work early mornings and evenings.

Compensation and Benefits

The compensation range for this position is \$65,000 - \$80,000 dependent on experience and qualifications. Lutheran Foundation offers a benefit package that includes health, dental, and vision insurance (100% employer paid for employee), vacation, sick, and holiday paid time off. In addition, Lutheran Foundation offers a 403(b) plan with employer match, pension (when vested), employer funded HSA, and a professional development allowance.

Working for Lutheran Foundation

Lutheran Foundation promotes an equal employment opportunity workplace which includes reasonable accommodation of otherwise qualified disabled applicants and employees so long as this does not create an undue hardship on the Foundation or affect the health and/or safety of others at work. Please see the President/CEO should you have any questions about this policy or these job duties. This job description may not be all inclusive and employees are expected to perform all other duties as assigned and/or directed by the President/CEO. Job descriptions and duties may be modified when deemed appropriate by management.

Employment with Lutheran Foundation is on an at-will basis. The employee is free to resign at-will at any time, and Lutheran Foundation may terminate the employment relationship at-will at any time, with or without notice or cause, so long as there is no violation of applicable federal, state, or local laws.