



Evangelical Lutheran Church in America
Human Resources
8765 West Higgins Road, Chicago, IL 60631

JOB DESCRIPTION

POSITION INFORMATION

Position Title: Public Relations Specialist

Supervisor Title: Manager, Public Relations

Unit Name: Mission Advancement

Current Incumbent:

Basic Purpose and Scope

Implement and assist in developing public relations campaigns that align with ELCA strategic priorities and messaging. write copy for promotional materials for a variety of stakeholders.

Responsibilities:

% of Time

30%	1. Implement and assist in developing public relations plans that support the ELCA's integrated communication strategy through a variety of channels, including feature stories, online and print promotional campaigns, publications, congregation and synod resources, news releases and more
30%	2. Research and write stories and official organizational documents to support the above plans; also develop reports, letters, talking points, e-mail and more to ensure the delivery of key messages
20%	3. Supervise the work of freelance writers; assign stories and deadlines and edit story submissions to ensure that Marketing Communications goals and objectives are met
10%	4. Pitch stories and ideas to media contacts to promote the ELCA brand and key messages on a national basis; cultivate positive relationships with media personnel in print and electronic media
5%	5. Provide consultation services to churchwide and synod staff on integrated communication plan/strategies; assist with message and editorial review as needed
	7.
	8.
5-10%	9. Performs other duties as required

Minimum Qualifications

List desired education and training:

Bachelor's degree in public relations, marketing, journalism or communications preferred or equivalent experience

List desired experience:

3-5 years of experience in a communications-related or marketing field

List the primary skills and abilities required to perform this job:

1. Strong writing ability
2. Knowledge of this church and its structure; knowledge of media opportunities
3. Excellent written, verbal, presentation and strategic skills required
- 4.
- 5.

List required certifications or licenses:

List required education, experience and/or training:

Bachelor's degree in public relations, marketing, journalism or communications preferred.

Position Context Information

Briefly state the main function of the unit or section in which this job works.

Marketing Communications is a team within the Mission Advancement unit responsible for designing, planning and executing effective and integrated marketing, public relations and digital media strategies for the churchwide expression of the ELCA.

List the main internal contacts of this job (functions or people inside the organization) and state the nature of the interactions.

Churchwide organization staff; synod staff

List the main external contacts of this job (organizations or people outside of the organization) and state the nature of the interactions.

Pastors and members of congregations; media organizations

Management Accountability

List the plans this job has accountability for setting (e.g., annual program plans).

Public relations plans as assigned

List the decisions for which this job must get approval from a superior.

Public relations plans; all copy must be reviewed by the public relations manager and other colleagues as identified

List the decisions this job has the freedom to make.

Day-to-day activities implementing approved plans and strategies

Physical Characteristics of Job

Travel.

Infrequent travel by air or automobile

Physical Effort. Please indicate below the physical effort required to perform this job. For example, normal office activities with long periods of sitting and some light lifting; or, warehouse environment with long periods of standing with moderate to heavy lifting; or usually normal office environment with periodic need to stand for long periods, handle materials, and perform light to moderate lifting.

Normal office activities with long periods of sitting and some light lifting.

For Human Resources Use Only

Date last job evaluation review conducted: