



CHEMISTRY
STAFFING

CHURCH & CANDIDATE PROFILE

**COMMUNICATIONS
DIRECTOR**

Fremont Presbyterian Church
Sacramento, California

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Population of City

500,000

Population of County

1,600,000

Community Overview

The population of Sacramento is diverse and the church is located in a suburban area of the city, in a community of single-family homes developed in the early 1960's. The Sacramento State campus is across the street.

Why People Like Living Here

Fremont Presbyterian Church is located in desirable Sacramento, California, one block away from Sacramento State University and near both the mountains and the ocean. The Sierra Nevada Mountains are close by, with spectacular scenery, great hiking, and the stunning Lake Tahoe within a two-hour drive. The California coast and numerous beaches are also within a two-hour drive. The city provides a balance of bigger city life with a smaller city feel, and the cost of living is favorable compared to Los Angeles or the San Francisco Bay Area. Two large rivers converge in the city and Sacramento is known as the "City of Trees" due to the large number of tall mature trees in the city.

Church History

The church was formed in 1868 by a few families wishing to provide a Vacation Bible School to children living near the hop fields east of Sacramento. Due to an increase in the families being served, the church was incorporated in 1882 as 14th Street Presbyterian Church. It has been located in four locations throughout the city, with the current location chosen in 1960 due to expansive growth in what was a new housing development adjacent to the new university. The congregation voted to leave the PCUSA in 2012 and joined the Evangelical Presbyterian Church (EPC).

Vision, Mission, Values

Fremont seeks to maximize the opportunity God has given us to create space for people to become lifelong followers of Jesus and to relentlessly pursue His transformation of our neighborhood, our city, and the world. We value a focus on Jesus Christ, quality and giving God our first fruits, relevance and having a positive impact in our community, every member ministry, growth as God leads, and being part of a denomination of like-minded and like-hearted Christ-following churches. The church has a membership of nearly 1,000 and is committed to a full and diverse set of ministries, including strong music, youth, and children's programs that connect with large numbers of community members. Fremont also has numerous active partnerships with local and global mission agencies.

Average Weekend Attendance

500 (post COVID); 750 (pre-COVID)

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Overview of Weekly Worship Gathering

Both traditional and contemporary worship services are offered on Sunday mornings. The Classic service is held in the 900-seat Sanctuary with a large pipe organ, choir, hymns, and traditional pews. The Modern Service is held in the Community Life Center with creative lighting, contemporary worship music led by a worship band, and multiple video screens.

Tell Us About Your Facility

The Sanctuary, classrooms, and fellowship hall were built in the early 1960's, but the Sanctuary was remodeled in 2010 when a new 66-rank pipe organ was installed. A Chapel, which seats about 80 people, was constructed in 1985. The Community Life Center, including youth meeting space, classrooms, a large kitchen and a full-size gym was completed in 2004. The Main Office building was expanded in 2008.

Overall Budget (this fiscal year)

\$2,550,000

Overall Long-Term Debt of the Church

\$0

Denominational Affiliation and/or Other Partnerships

Fremont is a local church in the Evangelical Presbyterian Church denomination.

Governance & Polity

The church is led by elders (the Session) who are all elected by the congregation. The Session includes four teaching elders (pastors) and nine ruling elders (laypersons).

Current Paid Staffing Level

Full-time:

- Senior Pastor
- Executive Minister
- Associate Pastor for Discipleship
- Assistant Pastor for Congregational Life
- Assistant Pastor for Mission and Evangelism
- Communications Director
- Minister of Music and Worship Arts
- Minister of Modern Music and Technical Ministries
- Minister to Students and Families

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- Director of Jr. High Ministry
- Director of Children's Ministry
- Nursery School Director
- Executive Assistant
- Publications and Media Coordinator
- Church Administrator
- Facility Manager
- Lead Custodian
- Custodians -4

Part-time:

- Nursery School Teachers - 8
- Worship Program Assistant
- Organist
- Student Ministry Assistant
- Children's Ministry Associate
- College Ministry Associate
- Connection Coordinator
- Faith Community Nurse
- Seniors Ministry Coordinator
- Mission Coordinator
- Facilities Coordinator
- Custodian
- Giving Secretary
- Accounting Clerk
- Technical Team Leads - 2
- Technical Team - 6

Major Ministries of the Church

- Music and Worship Arts
- Full choir program
- Music Academy
- Summer Music Workshop
- Modern Music
- Worship Band
- Discipleship

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- Life Groups
- Adult Education
- Prayer Ministry
- Women's Ministry
- Men's Ministry
- Family Support
- College Ministry
- High School Ministry
- Jr. High Ministry
- Children's Ministry
- Vacation Bible School
- Journey to Bethlehem Christmas Experience
- Generosity
- Leadership Development
- Mission and Evangelism
- Go Global Worldwide
- Local Mission
- Community Engagement
- Evangelism Training
- Congregational Life
- Deacons
- Seniors Ministry
- Health Ministry
- Chaplains
- Grief Share
- Marriage Ministry
- Divorce Care
- Connection/Hospitality
- Member Involvement
- Administration
- Communications
- Buildings and Grounds
- Finance

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Outreach Programs Overview

- Loaves and Fishes Homeless Ministry
- Central Downtown Food Basket
- Francis House Homeless Ministry
- The Greenhouse Youth Outreach
- City of Refuge Human Trafficking Ministry
- InterVarsity College Outreach
- Family Promise Homeless Ministry
- St. John's Program for Real Change (Women's Shelter)
- World Relief Refugee Ministry
- Earl Warren School (Public School Partnership)
- Mustard Seed School for Homeless Children
- Love, Inc.

In the most generic sense, how would you describe your church theologically?

Evangelical - Conservative

Published Theological Statement

Evangelical Presbyterian Church

Essentials of Our Faith

All Scripture is self-attesting and being Truth, requires our unreserved submission in all areas of life. The infallible Word of God, the sixty-six book of the Old Testament and New Testaments, is a complete and unified witness to God's redemptive acts culminating in the incarnation of the Living Word, the Lord Jesus Christ. The Bible, uniquely and fully inspired by the Holy Spirit, is the supreme and final authority on all matters on which it speaks. On this sure foundation we affirm these additional essentials of our faith:

- We believe in one God, the sovereign Creator and Sustainer of all things, infinitely perfect and eternally existing in three Persons: Father, Son, and Holy Spirit. To Him be all honor, glory and praise forever!
- Jesus Christ, the living word, became flesh through His miraculous conception by the Holy Spirit and His virgin birth. He who is true God became true man united in one Person forever. He died on the cross a sacrifice for our sins according to the Scriptures. On the third day He arose bodily from the dead, ascended into heaven where, at the right hand of the Majesty on High, He now is our High Priest and Mediator.
- The Holy Spirit has come to glorify Christ and to apply the saving work of Christ to our hearts. He convicts us of sin and draws us to the Savior, indwelling in our hearts. He gives new life to us, empowers and imparts gifts to us for service. He instructs and guides us into all truth, and seals us for the day of redemption.
- Being estranged from God and condemned by our sinfulness, our salvation is wholly dependent upon the work of God's free grace. God credits His righteousness to those who put their faith in Christ alone for their salvation,

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and thereby justifies them in His sight. Only such as are born of the Holy Spirit and receive Jesus Christ become children of God and heirs of eternal life.

- The true Church is composed of all persons who through saving faith in Jesus Christ and the sanctifying work of the Holy Spirit are united together in the body of Christ. The Church finds her visible yet imperfect, expression in local congregations where the Word of God is preached in its purity and the sacraments are administered in their integrity, where scriptural discipline is practiced, and where loving fellowship is maintained. For her perfecting she awaits the return of her Lord.
- Jesus Christ will come again to the earth personally, visibly, and bodily – to judge the living and the dead, and to consummate history and the eternal plan of God. “Even so, come, Lord Jesus.” (Rev. 22:20)
- The Lord Jesus Christ commands all believers to proclaim the gospel throughout the world and to make disciples of all nations. Obedience to the Great Commission requires total commitment to “Him who loved us and gave Himself for us.” He calls us to a life of self-denying love and service. “For we are His workmanship, created in Christ Jesus for good works, which God prepared beforehand that we should walk in them.”

The Essentials are set forth in greater detail in the Westminster Confession of Faith.

In Essentials.....Unity

In Non-Essentials.....Liberty

In All Things.....Charity

What theological hills will you die on?

- Reformed Theology
- Centrality of Jesus Christ as the only savior of the world
- Orthodox interpretation of the Bible as God’s Word

Hot-Button Social/Cultural Issues for Your Church

We believe the Bible means what it says regarding sin, but we maintain a loving and gracious posture to everyone.

Biggest Church “Wins” in the Last 18 Months?

- Financial stability in the midst of COVID
- Creative change in the way many ministries are delivered

Biggest Opportunity for Your Church in the Next 12 Months

- “Re-planting” the church after the pandemic

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Church's Biggest Challenge for the Future

Communications strategy

Title of Position You Are Hiring

Communications Director

Full-Time Position?

Yes

Overall Description of This Position

- Fremont Presbyterian Church is seeking a gifted Communications Director who will steward the overall communications strategy of the church in order to engage all of our audiences.
- This person will develop and lead a growing team of staff and volunteers responsible for digital and print marketing and communication across every ministry and communication channel.
- This position will be critical in developing innovative and creative content to broaden our reach and deepen our impact for congregants, guests, and visitors. As the brand champion, the Communications Director will be invested in the life and ministry of the church and in the community, and will help to shape the voice of the church.

Reporting Relationship

Executive Minister

Goals and Expectations

- Establish communications strategy for both internal and external audiences.
- Assume responsibility for coordinating and writing text for weekly newsletter.

Do you have a job description for this role?

OVERALL RESPONSIBILITY

The Communications Director will create, organize, plan and implement effective communications messages and strategies for both church and community audiences, based on the vision and priorities of Fremont and in collaboration with the Communication Team and the staff team. These responsibilities include unifying and aligning communications, partnering with ministries, meeting with ministry leaders and creating communications plans to mobilize their specific audiences, ensuring that high-quality and highest impact communications are created for both internal and external audiences, and establishing a strategy and communication plan that is essential for the growth, health, and development of the church.

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SPECIFIC RESPONSIBILITIES

Collaboration

- Collaborate with church staff and ministry leaders to develop communications processes and define priorities to create an environment in which messages can be communicated clearly, creatively, and effectively to church-wide and specific audiences, as well as external audiences.
- Collaborate with church staff and ministry leaders to support their communications needs and to organize and plan communications messages in a timely manner.
- Collaborate with church staff and ministry leaders to develop strategy and messaging to enable Fremont to become more visible in the community and reach those not currently associated with the church.
- Educate staff members on communication/marketing issues and processes related to the church.

Leadership and Equipping

- Cultivate, lead and manage a team of coordinators, assistants and volunteers to help implement communications strategies and tactics. The team responsibilities include:
 - - Keeping social media and the website fresh and engaging.
 - - Networking with other church communication teams.
 - - Collecting and telling stories of life change.
 - - Photographing the ministry activities on Sundays, mission trips, VBS, etc.
 - - Strategizing and planning communications/marketing for 6-12 months in advance.
 - - Graphic design and publication.
 - - Assisting with printing and production needs.
 - - Writing text for church communications and publication.

Program Management and Implementation

- Carry out the day-to-day tasks of facilitating communications/marketing.
- Develop and implement all major communications efforts.
- Develop and manage the church's brand/identity.
- Create churchwide branding and style guidelines.
- Oversee graphic design and publication standards.
- Assess the types of communication that best meet the needs of the varying demographics of the congregation.
- Standardize messaging across all platforms: online, print, and in person.
- Oversee the maintenance and update of the website on a regular basis.
- Write and edit text for church communications and campaigns for use in various mediums and audiences.
- Collect stories of life-change within the church and develop ways to creatively communicate those stories via video, interviews, magazine, and other publications.

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- Create campaigns to publicize Fremont's activities in the community and to attract people to on-campus services and events.
- Establish communication plans for sensitive issues like crisis communications, staff changes, or deaths.
- Develop and facilitate ways that the church can see and celebrate the work God is doing.
- Develop and manage the annual budget for communications.

Strategy

- Create, organize, plan and implement effective communications messages and strategies to church and community audiences that are consistent with the vision and priorities of the church.
- Study the audiences the church is trying to reach, and use that knowledge to recommend and implement outreach strategies.
- Facilitate proactive communications ideas, calendaring, and churchwide and ministry-specific initiatives, with a goal of concise, clear and creativity in all communications.
- Develop strategies to bridge the online to offline gap between all ministry initiatives.
- To be the person who is always asking, "How can we make this experience better for existing Fremont attenders and those who have never been to church?" and "How can we actively partner with staff and volunteer ministry leaders to support their objectives?"
- Engage in the mission and life of Fremont Presbyterian Church and source stories from Fremont members, leaders and friends that align with Fremont's vision and mission.

COMMUNICATION

- Meets regularly with the Communication Team
- Meets regularly with the Executive Minister
- Meets regularly with subordinates
- Attends regular and called meetings with the Fremont Staff
- Attends occasional Staff retreats and other leadership meetings

DIRECT REPORTS

- Communications Coordinator
- Interns
- Volunteers

EVALUATION

- This position is evaluated annually by the Executive Minister.

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Educational Preferences

Not that important, except a Bachelor's degree is preferred and knowledge of communications strategy.

Age Vs. Experience

We need someone with communication expertise and experience.

Denominational Affiliation

Only moderately important (they need to be evangelical).

What skills are you looking for specifically?

- Relational leader who is able to interact positively with a wide variety of personalities
- Demonstrated ability to energize and motivate teams
- Creative vision for effective communications, and initiative and energy to upgrade and improve all communication platforms
- Organized multi-tasker
- Willingness to submit to and support the leadership of the Pastor/Head of Staff and the staff team
- Bachelor's degree or higher
- Experience in marketing and public relations with at least 5 years of experience in a church or ministry-related communications position
- Demonstrated experience in being the "eyes" for clear communication, brand presence and consistency
- Demonstrated experience in collaborative supervision of subordinates

What technical abilities (if any) are required?

- Strong writing, editing and proofreading skills
- Current knowledge of creative communication and technological trends, as well as strategies to more effectively communicate with the community and church family
- Experience in and general knowledge of graphic design software (Adobe Creative Cloud)

Equipper or Doer?

Equipper and team player

Attractional Vs. Missional

Attractional

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Budget Area Supervision

\$20,000

Personal Characteristics Desired

- Engaging/Personal Connector
- Imaginative
- Collaborator
- Humble
- Implementer/Executer
- Innovative
- Initiator
- Strategic
- Astute
- Diplomatic
- Happy/Fun
- Knowledgeable
- Reliable
- Resourceful
- Talented (writer)

What would immediately disqualify someone?

Had no communications strategy experience; did not currently attend a church

Urgency

As soon as possible

Other "Must Have" Skills

- Strong and growing relationship with Jesus Christ, as Lord and Savior
- Passion to see the Gospel communicated in such a way that people come to faith in Jesus Christ

Other "Nice to Have" Skills

Currently working in a similar position in a church

Finally...

A committed individual with a pastoral heart who seeks to invest time and energy into our church community to inspire and motivate our internal and external audiences.

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Public Job Posting

Communications Director

Fremont Presbyterian Church

Sacramento, California

Fremont Presbyterian Church in Sacramento, California is looking for a Communications Director to join their team. The Communications Director will create, organize, plan and implement effective communications messages and strategies for both church and community audiences, based on the vision and priorities of Fremont and in collaboration with the Communication Team and the staff team.

What you'll be doing:

- Unifying and aligning communications, partnering with ministries, meeting with ministry leaders, and creating communications plans to mobilize their specific audiences, ensuring that high-quality and highest impact communications are created for both internal and external audiences.
- Establishing a strategy and communication plan that is essential for the growth, health, and development of the church.
- Cultivating, leading, and managing a team of coordinators, assistants, and volunteers to help implement communications strategies and tactics.
- Collecting stories of life-change within the church and developing ways to creatively communicate those stories via video, interviews, magazines, and other publications.

Skills you'll need to have:

- Engaging/Personal Connector
- Collaborator
- Implementer/Executer
- Strategic
- Talented (writer)

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Apply here: <https://www.chemistrystaffing.com/fremont-pres-communications>