

**The Presbyterian Church in Canada  
Life and Mission Agency**

**Position Description**

**Associate Secretary  
Communication and Resource Production**

**September 2007**

**Vision**

The vision for this position and for the entire department is that it will become the centre for all communication and evolving concepts of communication for the national office of The Presbyterian Church in Canada. This department should present bold concepts and images for other associate secretaries, committees and agencies in communication and in resources. The associate secretary should lead a department that will spearhead the church in innovative communication techniques, bold methods for presenting the gospel to a 21<sup>st</sup> century audience and equipping congregations to do the same.

This position has a three-fold communication emphasis

- Communication with Presbyterian churches
- Communication with the wider community about the mission and ministry of Presbyterian churches
- Equipping congregations, presbyteries and synods to share their mission and ministry with the wider church

**Accountability/Responsibility**

Direction and coordination will be given by, and accountability will be to, the General Secretary of the Life and Mission Agency and the Agency Committee.

The incumbent is accountable for:

1. The policies and directions of the Communication and Resource Production department.

The incumbent is responsible for:

2. Creating a vision for an innovative, multi-faceted communication strategy for The Presbyterian Church in Canada communicating essential messages within The Presbyterian Church in Canada and to the broader community at the local, regional and national levels;
3. Recommending and implementing this vision;
4. The carrying out of all aspects of the position and the fulfillment of all obligations as an officer and agent of the Church, so as to uphold and preserve the image and reputation of the church and to protect its assets and resources;
5. Working with openness and trust in a collegial fashion with all other officers of the church, as befits a disciple of Christ.

**Nature and Scope of Work**

To assist the national church in communicating the programs of The Presbyterian Church in Canada by such means as:

1. Providing effective leadership to the national church in establishing a communication vision and priorities;
2. Assisting departments in defining their communication purposes, targets, needs and priorities;
3. Assisting the General Assembly Office in implementing a communication strategy for the benefit of all commissioners and resource people at the General Assembly;
4. Providing an effective internal communication network to the respective bodies and courts of The Presbyterian Church in Canada;
5. Providing an effective external communication plan for the broader public (media, seekers and ecumenical bodies).

### **The Tasks -**

from which manageable yearly goals and objectives will be formulated jointly by the incumbent, the General Secretary of the Life and Mission Agency, and the Agency Committee.

Manage the Communication and Resource Production department of The Presbyterian Church in Canada

1. Operate the activities and functions of the department within budget limits

Service within The Presbyterian Church in Canada

2. Work with the national church in the production of print and electronic resources
3. Respond to questions from other departments, agencies, congregations, presbyteries and synods (communication and media)
4. Equip congregations, presbyteries and synods, as requested, to share their message with their community by helping them develop media strategies and other communication tools through workshops, sharing of best practices and guidelines
5. Provide oversight for all departmental contracts, i.e. Internet Service Provider
6. Be available to attend inter and intra staff meetings; set budgets and priorities
7. Provide communication services, in consultation with the Clerks, during the General Assembly
8. Collaborate with colleagues in areas of mutual responsibility and concern
9. Undertake such other tasks as are from time to time assigned by General Assembly or the Assembly Council, acting in its name, through the Life and Mission Agency or the General Secretary.

Website

10. Provide creative oversight for The Presbyterian Church in Canada website and its continual enhancement.
11. Supervise the department staff to ensure the website is continually updated and evolving to ensure the highest quality and accessibility

Production of printed and other material:

12. Supervise the department staff to ensure the coordination and production of communication materials (print, video, website, advertising) within the time schedules, cost parameters, and quality standards established with the originating agency or department
13. Ensure that the production and distribution schedules for resources are set and the targets met
14. Provide editorial services as requested
15. Ensure the accuracy of contact information for electronic communication, i.e. PCConnect

Media relations

16. Develop a media strategy to keep the work of the church before the whole church and the general public
17. Prepare news releases, arrange interviews for church spokespeople and prepare interviewees, as needed
18. Coordinate responses to inquiries from media outlets

Liaison outside The Presbyterian Church in Canada

19. Work ecumenically wherever appropriate and represent our denomination, as assigned at meetings of inter church communication bodies

Personal development

20. Engage in personal study and reflection in the area of expertise as well as participate in scholarly research and discussion taking place ecumenically (annual study leave)

### **General Qualifications & Personal Characteristics**

The Associate Secretary will possess the following characteristics.

Faith:

1. Evidence of a lively and mature Christian faith and a commitment to The Presbyterian Church in Canada including its goals and vision

Vision:

2. A vision of both pastoral and prophetic ministries in the church in the 21<sup>st</sup> century
3. A vision for innovative, multi-faceted communication strategies for the 21<sup>st</sup> century

Understanding:

4. An understanding of The Presbyterian Church in Canada, its ethos, governance, distinctives, diversity and polity
5. An understanding of the importance of maintaining appropriate confidentiality

Creativity:

6. A creative style that shows initiative and active commitment to seek solutions

Communication Experience and Skills:

7. Demonstrated ability in website communication strategies (oversight of website development, design and use)
8. Experience in editing in a variety of media
9. Demonstrated ability in media and public relations
10. Experience in the marketing of programs and resources
11. An ability to communicate with knowledge and passion about the mission and ministry of The Presbyterian Church in Canada
12. Excellent communication skills, oral, written and electronic

Management skills:

13. A demonstrated ability in managing staff and volunteers
14. Demonstrated ability to work within a collegial model of administration, consensus building and decision making, including a strong commitment to work effectively, openly and cooperatively with other staff of the national office and ecumenically
15. Skill in setting goals and objectives and managing time according to established priorities
16. Demonstrated ability in financial management skills (oversight of budget planning & monitoring)
17. Demonstrated ability in organization, in meeting deadlines and in working at several projects simultaneously
18. An ability to facilitate group interactions and to work well with committees
19. An ability to assist with the formulation of recommendations to the Life and Mission Agency for new policies or revision of policies

Interpersonal skills:

20. Strong interpersonal skills including the ability to establish rapport with both clergy and the constituency
21. Sensitivity for the dignity and worth of each individual person regardless of gender, race, age economic status, religion or sexual orientation

Personal characteristics:

22. An ability and willingness to undertake some travel
23. Energy and enthusiasm with the flexibility to change.