October 28, 2022

University of North Carolina Asheville
Communications Department

Re: Communications Specialist Job Posting

Dear UNCA Communications Department:

First Presbyterian Church Asheville (FPCA) is a dynamic, progressive church in the heart of downtown Asheville which has many important ministries in the local community. We are currently searching for qualified candidates for a Communications Specialist position. This is a full-time position, with excellent benefits.

We are looking for an individual that is interested in working with a creative and energetic team at FPCA, including staff and church members. The purpose of the position and primary work of the Specialist is engaging our congregation and community with the image, mission and news of FPCA. A job description is attached to this communication. Please share this information with any students or individuals who may be interested. To learn more about our mission, work and activities, please visit www.fpcasheville.org.

The position will remain open until filled. Any questions regarding the position should be directed to lthurston@fpcasheville.org.

Thank you for sharing this information in your community.

Sincerely,

[Signature]
Liz Thurston, Ph.D.
Church Administrator
First Presbyterian Church Asheville
Purpose of Position:
The Communications Specialist at FPCA has an important role in the life of the Church. The primary work of the Specialist is engaging our congregation and community with the image, mission and news of FPCA. Key responsibilities include:

- Designing and implementing a strategy for the most effective and efficient ways to communicate with our membership and with the community around us (website, social media, newsletter, email, etc.). This includes both print and electronic media.
- Design and maintenance of the FPCA website.
- Engaging the congregation and community through information and inspiration on social media (e.g., Facebook, Twitter.)
- Promoting opportunities for FPCA to be a visible witness in the community.
- Producing promotional material (posters, ads, etc.) for church ministries.

This is a full-time position with full benefits are such as health insurance, vacation leave, personal time, and a retirement program.
*Remote work may be a possibility.

Job Requirements

Skills
- Strong verbal and written communication, with the ability to write concisely, express ideas well and persuasively, and tailor messages to the audience. Strong spelling, grammar, vocabulary and proof reading skills are a necessity.
- Ability to work well in a team environment.
- Attention to detail.
- Demonstrates initiative and willingness to learn new communication programs and platforms.

Education and Experience
- High School diploma required.
- College degree preferred.
- Work experience in the communications field preferred.
- Excellence in technology skills, especially in communications and publications
- Working knowledge of web design and development, graphic design and social media – i.e. WordPress, Canva, Facebook, Instagram.
- Experience using web platforms.
- Experience with video editing preferred.

*References required.