

ST FAITHS CHURCH

COMMUNICATIONS OFFICER

A new role has been proposed and recommended by the Steering Group to assist the church in communication, both internally and externally.

Reporting to the JCC, the Communications Officer will be able to assist both the JCC and individual congregational members with communication information, media relations, public relations, publications, our online presence, social networking and events.

The Communications Officer will be expected to attend the regular meetings of the JCC when requested to do so but they will only be able to speak on matters relating directly to the role and will not have a vote in any decisions of the JCC.

The proposed duties include:-

- Taking overall responsibility for the production of articles and papers.
- Heading a team of writers so that relevant information about the churches' activities is communicated both to congregational members and the wider community at large.
- Assisting the JCC in developing strategies and procedure connected with the communication of information and the mediums used to communicate it.
- Periodically write marketing and promotional literature where required and assist in developing promotion material such as pamphlets, posters etc for events organised on behalf of St Faiths Church
- Liaising with the St Faiths Webmaster and Bulletin Secretary
- Having overall responsibility for notice boards and items displayed on them.
- Liaising with the Parish Secretary, to help ensure that publications are produced effectively and at the lowest cost.
- Developing networks with congregation groups, individuals and organisations relevant to St Faiths Church so as to maximize its visibility and reputation.
- Distribute press releases; develop and maintain good links with key media outlets
- Explore potential future use of social networking sites to communicate information.

ADVERTISING AN EVENT

Making a Poster

- These can be created in any medium you wish but the ones which are easiest to handle are those created in Word, Works, Excel, or Publisher. It can also be handmade as it can be scanned but all of them will need to be A4 size
- If the poster is to go inside the church two copies will be needed, one for the notice board and the other for the web. The latter is best if it is in electronic form. If you don't have access to a computer then Tim Mitchell can scan it for you.
- If you have a computer the best way is to create your poster and send it by Email to Tim Mitchell tim-mitchell@ntlworld.com and he will do the rest. This includes printing it out for the notice board and putting it on the St Faiths Web site.
- If you intend to write an article for the bulletin you will need give it to Hazel Beadle or E mail it to her at beadle.hazel@btinternet.com
- If want to do more posters, for example you might want to put them in various places such as around the town, library etc, then you can do this but that is something you have to organise yourself. Copies of relevant posts will automatically be given to the Parish Administrator for displaying in the window of Church House.
- Specific events might benefit from advertising in the paper so talk to Tim who can arrange this through Keith Hoskins. He might also be able to interest a press photographer for special event.

Writing up an Event

- Tim will liaise with the organiser of an event to select a suitable person to write about it. It is better if the selected person is not the organiser of the event as someone taking part or visiting helps to give a quite different perspective to it and also is one less task for the organiser to do.
- If you have been asked wherever possible you should give your report to Tim Mitchell within 5 days of the event, preferably sent by E mail. If you don't have access to a computer that's not a problem but you need to say so at the time of accepting the request.
- If photographs have been taken send these at the same time or tell Tim who has taken them so he can chase them up.
- Tim will build the poster and print it for the notice board as well as posting it on the web site.
- He can also write a short article for the bulletin letting readers know that the report can now be read.

PRINTING PROTOCOL

General

St Faiths Church will only print items where it is essential to communicate information in this medium. Other methods such as E mail etc should be considered first.

Only items which form part of the work of a church related group should be printed using church facilities. This will include any religious based group which meets at St Faiths, (Choir, Mothers Union, etc), or other groups organised for the benefit and fellowship of St Faith's members (After 8's, Thursday Fellowship, Pantomime production, etc). It will not include Groups that meet at the Church for commercial, private or non-religious purposes (Strum & Drum, Guides, Brownies etc). The examples in brackets are not exhaustive, and have only been included to give a general idea. Ultimately the decision rests with the Team Vicar, who may consult the Church Wardens in making a determination

It will be normal for items to be printed in black and white and where ever possible this should be done through the Parish Secretary at Church House. At Church House there is a Risograph which should be used for larger quantities.

Consideration should always be given to reduce costs, such as printing back to back and reducing sizes of documents to get more items per page.

Printing in colour

Printing in colour or in A3 size is more expensive than black and white but never the less there may be occasions when it is considered desirable.

The following criteria may be useful in helping to determine if this is appropriate.

- Is the item to be viewed publicly by more than one person
- Is it a poster to go into a shop, library or other public premises
- Is the extra expense justifiable
- Where will the cost of printing in colour come from

There are no colour facilities at Church House so consideration will need to be given how to pay for colour printing. A number of options may be available and these include printing privately, through other church facilities or commercially.

It is not unreasonable for a private member of the congregation to make a charge to the church to cover expenses, such as paper or peripherals. Commercial printing will almost always result in a charge. Keeping proper records of financial outgoings will enable the Treasurer to report on costs whenever required.