

Good Shepherd United Methodist Church (Henrico, VA) is seeking a creative, strategic, and faith-minded professional to lead our communications, marketing, and community engagement efforts. This 8-10 hour-per-week position plays a key role in shaping how Good Shepherd connects with both our congregation and the wider community—through social media, digital and print communications, media relations, and community partnerships.

Responsibilities include:

- Develop and implement strategic communications and marketing plans that align with Good Shepherd's mission and ministries.
- Manage and grow Good Shepherd's social media presence across multiple platforms, with a focus on expanding reach and engagement.
- Oversee communications, marketing, and public relations support to all church ministries and programs.
- Create and edit written content for web, social media, print, and video.
- Design marketing collateral and visual materials using Adobe Creative Suite, Canva, and other design tools.
- Manage volunteers to capture the church's ministries through photographs.
- Oversee media relations and traditional advertising efforts.
- Monitor and evaluate digital engagement data to identify opportunities for growth, improve communication strategies, and ensure measurable impact across all marketing initiatives.
- Supervise and collaborate with communications and volunteers.
- Develop and implement the church's annual stewardship strategy in collaboration with the Lead Pastor and Finance Team.

Qualifications:

- Bachelor's degree in Communications, Marketing, Public Relations, or related field (required).
- 3–5 years of experience in communications, marketing, or a related field.
- Strong writing, editing, and storytelling skills.
- Proficiency in social media strategy and content creation.
- Working knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator), Canva, or similar design programs.
- Experience with community engagement or non-profit communications is a plus.
- An understanding of and appreciation for faith-based work and church culture.

If you're passionate about strategic communication, creative storytelling, and making a difference through faith and community engagement, we'd love to hear from you.

To apply, please send a cover letter and resume to communications@gsumcrva.org. Deadline to apply is April 15, 2026.