

Bethel Mennonite Church  
Bethel Communications  
General Roles and Responsibilities – Current Version  
Updated June 16, 2021

**1. Communications Committee**

a. Roles and responsibilities

- i. To develop and maintain a plan for how, when and to whom, specific information should be given and then to outline what means of communication will be used to disseminate this information.
- ii. To ensure that all printed and electronic Bethel communications, such as posters, brochures, media releases, the website and social media, have a common brand and look
- iii. To ensure that the content for information that is to be communicated is in accordance with the overall communication plan.
- iv. To develop communication solutions with sustainability in mind (financial, social, environmental)
- v. To support Church Council Executive and the Pastoral Team in their efforts to communicate desired messages to the Bethel Family.
- vi. To directly supervise the work of the Photography Co-ordinator
  - see the detailed job description of this position attached
- vii. To be responsible for the following specific areas:
  - prepare the Bethel Family Notes content for tributes to Bethel members who passed away and other stories of or from members, with input from the Pastoral Team and the Administrative Assistant
  - initiate two new projects
    - digital photo album of all members of the Bethel Family. Work on this should be assigned to one person, who will work together with the Hospitality Committee to make this happen. It is envisioned that these photos would be placed in the members section of the website.
    - monthly story telling by Bethel Family members

b. Reporting

- i. The committee reports directly to the Church Council.
- ii. Committee chair to be on Church Council

c. Membership

- i. Pastoral team member
- ii. Branding Manager
  - see detailed job description attached
- iii. Web Administrator
  - see detailed job description attached

- iv. Content Editor
  - see detailed job description attached
- v. two other members at large

## **2. Pastoral Team**

- a. Roles and responsibilities
  - i. The Pastoral Team will generally be involved in determining the messages to be communicated.
  - ii. The Pastoral Team contact person for each committee will be actively involved in determining what is being reported upon by the committees in describing the work of the church at Bethel.
    - A designated committee member will actually prepare the content
  - iii. The Pastor Team will be directly involved in the planning for the face-to-face visits and phoning of Bethel members
    - The Deacon Caregiving Committee and other volunteers should be utilized as fully as possible to ensure that the appropriate level of contact is being carried out and that the work load is shared.
  - iv. Social Media will be the responsibility of the Associate Pastor who has the primary focus for Children, Youth, Young Adults and Young Family Ministry. and who will ensure that:
    - a plan is prepared to address our use of social media
    - a data base is developed and maintained for Instagram and Facebook that includes as many of our Bethel Family as possible
    - the content for the regular posts is prepared. Other members of the Pastoral Team will contribute content to be posted as required.

## **3. Administrative Assistant**

- a. Roles and Responsibilities
  - i. Bethel Communications email
    - coordinate the assembly and issuance of the weekly Bethel E-Newsletter, with technical assistance as required.
    - prepare the Bethel Family Notes content for births, deaths, illnesses, celebrations, with input from the Pastoral Team
  - ii. Bethel Website
    - obtain the relevant current news from the broader church organizations and post it onto the bulletin board on the website that has been set up for this purpose.
    - assist the Web Administrator in making webpage content updates
  - iii. Power Church member database
    - ensure that this database is kept current
    - prepare listings as required/requested
  - iv. Mailings of hard copies of various communication

- coordinate all required mailings to members who do not have access to computers. This will require judgement to be exercised in conjunction with the Lead Pastor.

#### **4. Photographer Coordinator**

- a. Roles and responsibilities
  - i. see attached job description and process

#### **5. Church Council/Executive**

- a. Roles and responsibilities
  - i. approve the overall communications plan for the year and the related budget
  - ii. provide general oversight as to whether the communication process is achieving its intended goals
  - iii. be directly involved in preparing the content of all communications associated with matters pertaining to the Church Council