

## **ARC Communications Team Design**

*(affirmed by Consistory on 4/17/13)*

The ARC Communications Team is responsible for development and implementation of communications and marketing efforts in support of the mission and ministries of the Altamont Reformed Church (ARC).

The Communications Team as a group shall be responsible for developing recommended communication strategies related to current ARC goals and objectives. Consistory approval is required prior to actual strategy implementation. Where appropriate, the primary responsibility for implementing the individual pieces of the communications strategy associated with each goal and/or objective shall be assumed by one or more of the individuals serving in the appropriate Communications Team positions as outlined below.

### Individual Positions (as of June 2013):

#### **1.) Communications Coordinator (Pastor Bob Luidens)**

The pastor will occupy the position of communications coordinator and will supervise the Communications Team activities. As Communications Coordinator he/she is responsible for oversight and approval of all ARC communications.

The Communications Coordinator shall act as the official spokesperson for ARC. If he/she is not available, the vice president of Consistory shall assume these responsibilities until such time as the pastor is available or upon the request of the pastor.

#### **2.) Website Manager (Nancy Webber)**

The Website Manager is responsible for maintaining the ARC website, keeping information current, and obtaining necessary approvals and permissions as they relate to website content.

#### **3.) Publicity Specialist (Karie Luidens Alvarez)**

The Publicity Specialist is responsible for developing brochures, posters, flyers, advertisements, etc. as needed to inform the public about ARC activities and events.

#### **4.) Internal Communications Specialist (Theresa Lasselle)**

The Internal Communications Specialist is responsible for preparing the *ARC Lite* newsletter for publishing and distribution, as well as for being available to help develop other means of internal communication that relate to ARC events or programs when requested.

#### **5.) Media Liaison (Deb Ritzko)**

The Media Liaison is responsible for the editing of articles submitted to him/her by ARC committees or group leaders, verifying that all necessary approvals and permissions have been obtained, and distributing articles / announcements to the news media.

#### **6.) Social Media Coordinator (pending)**

The Social Media Coordinator is responsible for creating, maintaining, and monitoring ARC's presence on social media outlets if needed.