

Director of Communications

Job Description



Job Summary

The Director of Communications is responsible for prioritizing and effectively communicating church opportunities, themes, missions, events, and information. This role encompasses creating and maintaining communication avenues and managing the entire online presence to ensure a cohesive and impactful communications strategy.

Duties/Responsibilities

The Director of Communications is expected to fulfill the following duties and responsibilities:

- **Prioritize and Communicate Church Opportunities**
 - Identify and prioritize key church opportunities, themes, missions, and events for communication.
 - Develop and implement strategic communication plans to effectively convey the church's message to the congregation and broader community.
 - Monitor communications vehicles from the United Methodist Church, NC Conference of the United Methodist Church, and other churches to maintain awareness and ensure consistency.

- **Create and Maintain Communication Avenues**
 - Establish and maintain various communication channels, including newsletters, bulletins, mailings, social media platforms, and the church website.
 - Coordinate with different church ministries and teams to ensure consistent messaging and branding across all communication avenues.
 - Monitor online worship and engage with the online congregation.
 - Develop graphics for various communication channels and digital media.
 - Collaborate with church leadership, staff, and volunteers to gather information and ensure accurate communication.
 - Manage internal communications and event registration software platforms.
 - Coordinate with and support communications and public relations lay leaders.
 - Provide leadership to staff, lay leaders, and contractors to develop individual work plans and monitor the quality and timeliness of outputs.

- **Manage Online Presence**
 - Oversee the church's entire online presence, including the website, social media accounts, and other digital platforms.
 - Create engaging and relevant content for online platforms to promote church activities and engage the community.
 - Monitor and respond to online interactions, fostering a positive and inclusive online community.
 - Recognize and celebrate exemplary behaviors and achievements.

Qualifications

- Bachelor's degree in communications, marketing, or a related field.
- Proven experience in communications, public relations, or a related role.
- Proficient in digital marketing tools, social media platforms, and website content management systems.
- Proficient in graphic design in tools like Adobe Creative Suite and Canva.

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- Strategic thinker who is able to execute tactically.
- Excellent written and verbal communication skills.
- Strong organizational and project management abilities.
- Experience managing relationships with outsource firms, contractors, and vendors.

Values Alignment

The Director of Communications is expected to behave in a manner consistent with the following staff values:

- Creativity: We are willing to swing big (and sometimes miss).
- Intentional Excellence: We know how to prioritize high-quality work.
- Respect: We consistently treat all people with dignity.
- Teamwork: We maintain a 'we over me' attitude.
- Professionalism: We commit to always doing our jobs well and on time.
- Honesty: We are willing to have and receive the awkward conversation with grace.
- Trust: We have each other's backs.
- Effective Communication: We share information with those that need it in a timely manner to reduce stress and increase staff support.
- Intentional Celebration of Staff Success: We are proactive in giving praise for things that went well.

The Director of Communications is also expected to adhere to the policies and procedures set forth in the Staff Handbook.

Reports To

Executive Director

Supervisory Responsibilities

The Director of Communications has no direct supervisory responsibilities.

Collaborations

The Director of Communications is a primary collaborator with:

- Lead Pastor
- Pastor of Spiritual Formation
- Pastor of Support

The Director of Communications is a secondary collaborator with:

- Director of Membership & Lay Involvement
- Director of Outreach & Fellowship
- Executive Assistant

Classification

Exempt

Full-time