

CHURCH STREET UNITED METHODIST CHURCH

Knoxville, Tennessee

Job Title: DIRECTOR OF COMMUNICATIONS
Reports to: *Associate Pastor for Program, Communications Committee*
Date Created: 1/2017
Date Reviewed/Revised: 4/2017

DESCRIPTION:

This person is responsible for maintaining an established church identity and conforming to the message, teachings and doctrines of the United Methodist Church. This person also provides current information to present and potential church members using a variety of digital and print media while supporting the ministries and mission of the church.

QUALIFICATIONS:

Education and Experience: A four year degree (BS or BA) in communications, marketing, electronic media or an equivalent field plus 3-5 years experience in communications, marketing, digital media or other relevant field. Professional or volunteer experience with a non-profit or service organization is highly desired.

- Must have strong written and verbal communications skills.
- Possess a demonstrated history of success working both independently and as part of a team.
- Ability to meet deadlines, organize and prioritize work.
- Must have project management experience and multitasking skills. Possess excellent computer skills, with proficiency in Microsoft Office products, Adobe Suite Products (especially InDesign), and multiple social media platforms.
- Should have at least a basic knowledge of publication schedules and budget preparation.
- Be able to encourage and assist church leaders and staff to use communication methods creatively.
- Have a strong desire to effectively promote the ministries and programs of the church to the congregation and the community.

DUTIES AND RESPONSIBILITIES:

- Communicate the message of the church in all relevant formats: print, electronic, internet and social media. Assist and guide the church in new and effective ways of communicating.
- Regularly evaluate the format of all publications and all methods to make sure that they are effectively communicating our ministries and programs.

- Apply quality design and provide a style that is in keeping with the character of Church Street United Methodist Church. Provide a consistent and identifiable sense of branding throughout all church publications and materials.
- Prepare the church newsletter, *The Messenger*, weekly and other ministry area newsletters and publish them in all relevant formats.
- Prepare the Announcement insert for the order of Worship, weekly.
- Prepare the Sunday Morning Announcements for each worship service.
- Prepare the monthly church magazine, *The Mountain*.
- Develop church brochures/posters/flyers from design through printing and distribution as needed.
- Serve as liaison to the television station for the church's *Rejoice!* Television ministry.
- Develop personal relationships with local reporters and media outlets and maintain regular contact with them.
- Stay in contact with committee chairpersons and staff to anticipate upcoming events in order to identify the needs for publication of events to the congregation and community.
- Invite volunteers to contribute to the ministry of communication.
- Be present or arrange for a volunteer to be present at church activities to provide photo, media, and communication support.
- Update and maintain the church website, weekly.
- Coordinate development of paid and free advertising.
- Use Facebook, Twitter, Instagram, and any church blogs weekly, and see that they are kept current, user-friendly and interesting.
- Along with the Communications Committee Chairperson, prepare and oversee the annual budget for the Communications committee.
- Serve as staff support for the Communications Committee.
- Identify and embrace long-term communications methods and goals.
- Be proactive in planning for coming events.
- Perform other periodic duties as assigned

EMPLOYEE SIGNATURE _____ DATE _____