



CHURCH STREET UNITED METHODIST CHURCH

Job Title: DIRECTOR OF COMMUNICATIONS
Reports to: Senior Pastor

Date Created: 1/2017
Date Reviewed/Revised: 6/2024

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: 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, faith-based, or service organization is desired.

- Excellent 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.
- Project management experience and multitasking skills.
- Excellent computer skills, with proficiency in Microsoft Office products, Adobe Suite Products (especially InDesign and Photoshop), and social media platforms
- Professional training and troubleshooting experience in audio-visual technology (room A/V equipment specifically).
- Knowledge of publication schedules, budget preparation and management.
- Have a strong desire to effectively promote the ministries and programs of the church to the congregation and the community.
- Mac OS and Windows proficiency.

DUTIES AND RESPONSIBILITIES:

- Communicate the message of the church in all relevant formats: print, digital, and photo/video. 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 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.
- Online worship services: Plan weekly online worship with ministry leaders; record, edit and produce weekly worship service for online ministry. Share weekly by email, on social media and church website.
- Prepare and publish the weekly church e-newsletter, *The Messenger*, and support other ministry area newsletters.
- Prepare special print announcement inserts for the order of Worship, as requested (typically 3-5 per year)
- Develop various church print media, from concept through distribution, as needed.
- Develop relationships with local reporters and media outlets and maintain regular contact with them, pitching stories and fielding questions. Work in concert with Holston Annual Conference communications team on some messaging.
- 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, encourage and train volunteers (including committee chairpersons) and staff to contribute to the ministry of communication through written contact, graphic design, videography, photography, or online ministry outreach. Be present or arrange for a volunteer to be present at significant church activities to provide photo, media, and communication support.
- Support and manage part-time digital media specialist.
- Update and maintain the church website, crafting ongoing site reviews and periodic design and content updates.
- Coordinate paid and free advertising.
- Prepare and oversee the annual budget for Communications.
- Identify and execute long-term communications methods and goals.
- Be proactive in planning for coming events.
- Join the Holston Annual Conference Communications Committee and participate as a member in the United Methodist Association of Communicators, UMCOM, and other relevant organizations.
- Perform other periodic duties as assigned.

To apply, submit resume, cover letter, and two samples of your communications work to kspencer@churchstreetumc.org no later than June 30. Applications will be considered as received.