

LIVING WORD UMC

JOB TITLE: Director of Communications and Marketing - Full Time

OVERVIEW:

The members of Living Word United Methodist Church believe that the Director of Communications is a positive representative of our church within the community, and as such the individual who fills this position must have the poise and professional appearance necessary to be that positive presence.

- As a Christian with a faith in God as Creator, Redeemer and Sustainer, the Director of Communications shall have an abiding love and compassion for other human beings and an ability to communicate with others both verbally and in writing.
- Desires to be part of the church staff providing support for all Living Word ministries.
- Understands and supports the vision of Living Word United Methodist Church
- Demonstrates the ability to work effectively with a variety of volunteers and personalities.
- Multi-tasks while being attentive to details.
- Is a self-starter with an ability to identify opportunities for office administrative improvements, to work independently and to set appropriate goals and priorities.
- Demonstrates a friendly, encouraging approach in working with others.

ACCOUNTABILITY:

- Accountable to and under the overall supervision of the Executive Pastor
- Coordinates with other staff members and volunteers as required

DUTIES AND RESPONSIBILITIES:

The Director of Communications is expected to perform duties relative to, but not limited to, the following areas of the church.

- Direct the external and internal communications of Living Word United Methodist Church
 - External Communications* includes but is not limited to the effective use of: marketing, advertising, social media, print, press releases, Internet, signage and media contacts
 - Internal Communications* includes but is not limited to the ongoing improvement of communication between the Living Word staff and the Living Word family through the use of social media, print, video, signage and electronic communication
- Supervise all graphic design services, whether contracted or designed in-house, including the creation and development of overall church image for print, online, and other church marketing materials, and development of postcards, flyers, brochures, banners, and other promotional materials
- Oversee video and/or photographic documentation of Living Word ministries and events, in coordination with the Director of Multimedia Ministries
- Supervise the publications and printing process including proofreading of final documents
- Direct, manage, maintain and support all digital media (Website, Facebook, Twitter, etc) including maintaining a regular posting schedule, content optimization, and responding to followers
- Communicate complete and accurate information to the congregation or target audience
- Incorporate industry trends to cast vision for communications, marketing, and branding
- Serve as the media and community relations liaison for Living Word United Methodist Church and be the primary interface with the news media and other mass communications outlets
- Develop and oversee the communications budget
- Attend team and organizational meetings, activities, and events as required
- Other special projects and duties as assigned

REQUIREMENTS:

- Excellent communication skills, both written and oral, in English
- Bachelor's degree in related field
- Excellent interpersonal and team building skills
- Demonstrated ability to work well with volunteers
- Excellent organizational and time management skills
- Experience in the marketing, communications, digital media, and/or graphic design fields is preferred
- Proficiency with technology platforms required for the functions of the position, including website, social media, Microsoft Office, Facebook, and Twitter.

GENERAL:

- To be paid a salary in accordance with church policy
- Vacation, holidays, and benefits as stated in the Living Word Employee Handbook