

**Director of Communications**  
**Job Description**

<b>Reports to:</b>	Senior Pastor	Effective 8/1/17
<b>Status:</b>	Part Time, 20 hrs per week	
<b>FLSA:</b>	Exempt	

**Job Summary**

This role is responsible for the day-to-day operation of church communications, calendar/schedule coordination, as well as leading and executing communications strategies to support church members and attract new members in a way that is consistent with the church missions and brand.

**Performance Expectations**

Lead and execute communications strategies to support retention of members and recruitment of new members consistent with the church missions and brand.

Responsible for content creation and design of all print and e-publications including: e-updates, newsletters, print advertising, collateral materials such as booklets, forms, and posters.

Responsible for the development and maintenance of the website and social media, including providing & soliciting for photography, video and graphics as needed.

Responsible for communicating worship preparations including: worship calendar, lectern book, communicating ministry instructions for services, and filling holes in worship volunteers

Implements marketing/advertising strategy for the church. Including helping to build a “brand identity” through the production/distribution of branded materials (stationery, business cards, web-site, newsletters, advertising, etc.)

Maintains necessary technology and software for all internal and external communications and office needs.

**Communications tasks**

- Weekly Announcements (Weekly e-newsletter on Friday morning, printed bulletin announcements on Sunday)
- Worship Bulletin
- Newsletter (bi-monthly)
- Other printed materials, advertising, and promotions (ie, Christmas service cards, Easter offerings, Art Series’ cards, and poster displays in the entry way)
- Website update and maintenance
- Social Media (Primarily Facebook, Facebook Ads, and Instagram, with some google adwords and Twitter)
- Produce content for website, newsletter, social media, etc.
- General communications strategy development and implementation - working w/ key church communicators and pastor
- Graphics, video and photography
- Maintains church calendar with Church Administrator
- Manage some shared software tools: dropbox, creative cloud, web hosting
- Coordinate volunteers in the communications area
- Supervise and schedule student workers, and devise a plan to utilize their time well
- Maintains technology and software used in communications
- Provides office coverage up to two days/ week and back up coverage as needed

**Core Competencies**



# HAMLIN CHURCH

UNITED METHODIST

- Superior communication skills, both oral and written
- Demonstrated social media savvy
- Ability to think creatively to problem solve, working within financial controls
- Able to see the “big picture”, while paying attention to details and timelines (multi-tasker)
- Strong interpersonal abilities to work with teams, communicate effectively, build relationships and engage in positive collaboration.

## **RELATIONSHIPS**

- Reports to Senior Minister
- Liaison to Church committees as assigned
- Supervises Hamline student workers
- Serves as a member of the Staff Team
- Accountable to Church Leadership (Church Council, Staff-Parish Relations Committee)
  
- **Minimum Qualifications**
  - Communication management experience, preferably in a large church or non-profit setting
  - Project Management across multiple teams simultaneously
  - Demonstrated ability to work collaboratively and foster teamwork
  - Proven ability to communicate effectively to diverse groups and across generations
  - Previous experience managing hourly employees and scheduling, including experience training & coordinating volunteers
  - Bachelor’s Degree
  - Pass a criminal background screening.
  - Complies with all aspects and policies of the Hamline Church United Methodist Personnel Policy.
  
- **Technology:**
  - Familiarity with Macintosh
  - Competency with database software, website hosting service (Wordpress), Adobe Creative Suite (InDesign, Photoshop), email marketing software (MailChimp), social media tools (Facebook, Instagram), Microsoft Office (Word, Excel, Outlook), and Google calendar and Google Drive.

## **Physical Requirements:**

- Ability to communicate verbally and in writing
- Ability to lift or move equipment/materials weighing up to 30 pounds, with or without accommodation.
- Ability to work for extended periods at computer workstation, standing, etc.