

Time: 40+ hours/week
Supervisor: Executive Director
Direct Report(s): Communications Ministry Assistant
Annual Leave: Vacation/2 weeks (refer to employee handbook guidelines)
Salary: As recommended by the Senior Pastor and approved by SPRC

General Description: The Director of Communications will partner with the senior staff leadership team to form and execute strategies to effectively communicate the vision and mission of Hamilton Mill United Methodist Church. The Director of Communications will also manage the print and digital media, web design, social networking and advertising to develop effective messaging and communicate strategies to promote HMUMCs vision and mission of Gather, Grow, Go and Give. This position will also be responsible for any graphic design, video designs, branding and marketing of HMUMC to the local community and the general public.

Abilities:

- 1) Commitment and devotion to the mission of the United Methodist Church.
- 2) Strong understanding of “branding” as it relates to marketing and promotion
- 3) Strong skills in project management, managing timelines, and managing multiple projects at one time
- 4) Strong relational and problem-solving abilities
- 5) Ability to communicate effectively using various social media platforms
- 6) Ability to collaborate effectively and professionally with other church leaders and volunteers
- 7) Bachelor’s Degree or equivalent work experience in related field preferred
- 8) Ability to be creative, think outside the box and change direction is desired

Experience:

- 1) Experience in the layout and design of print and digital media used for flyers, brochures and other marketing materials
- 2) Experience in professional communications, graphic arts, and video production
- 3) Experience writing creatively and concisely to communicate to a diverse audience at HMUMC and the local community
- 4) Experience with the layout, design and printing of marketing materials, flyers and brochures
- 5) Good working knowledge and experience of marketing principles, communications, public relations and media relations

Duties and Responsibilities:

- 1) General and Administration
 - a. Ensure that all church communication is consistent with the vision, strategy and branding goals of HMUMC
 - b. Plan and execute special Sunday morning and other special initiatives to engage congregation and community members
 - c. Collaborate with clergy and worship team to explore elements of services that can enhance the sermon and create a meaningful impact (e.g. announcements, ministry highlights, and special elements in services)

- d. Develop and manage annual communications budget
 - e. Provide support and help to other staff as needed for other events that support HMUMC
 - f. Attend worship at HMUMC
 - g. Model personal behavior and a lifestyle consistent with Christian faith and principle
- 2) Marketing and Communications
- a. Develop and execute strategic communication plans for church services, events, news and ministries to internal and external audiences
 - b. Manage the communications support team to execute ministry initiatives
 - c. Develop all written communication either in print or electronic form
 - d. Manage and distribute This Week's Top 10 newsletter on a weekly basis that contains important dates and upcoming events
 - e. Manage any outsourced graphic design or video production as needed
 - f. Work with the technology staff to ensure graphic and creative elements are ready for worship and events
- 3) Social Media
- a. Manage and maintain social media presence, including the creation and posting of calendar and social media graphics
 - b. Manage online services via Facebook and HMUMC website – communicate with members, help provide insight to the services, etc.
 - c. Manage and maintain the HMUMC church website & church app

Work Environment:

1. Monday – Thursday (9:00am-4:00pm); Sunday (part of Sunday worship team)
 2. After Hours/Evenings: As needed to support meetings and events
 3. Some local travel should be expected (e.g., meet with UMC peers/practitioners)
- Some outdoors work required, typically in support of on-campus events