

Position Title: Director of Communications

FLSA Status: Exempt, Full Time

Supervisory: Yes

Reports to: Executive Director

Summary Description

The primary responsibility of the position is the planning, development and implementation of all Floris UMC/Restoration communication strategies, both internal and external. The Director is responsible for directing the efforts of the communications and audio/visual staff and coordinating both strategic and tactical levels of communications and marketing with all departments.

Responsibilities

Following the guidance of the Executive Director and the Lead Pastor, develops, implements and effectively executes the entire communications and marketing strategy for the church. The Director enacts and enforces a communications policy and process and manages and mentors all departmental employees.

Works closely with the Executive Director and the Lead Pastor to develop a comprehensive communication plan for the church, to include brand awareness, market research, and marketing strategy to enhance Floris UMC's image and position in the community.

As a member of the Management Team, develops and ensures implementation of effective print and electronic communications in line with the church's strategic initiatives, including marketing and advertising.

Works with both internal and external constituencies to create and communicate the organization's messages and ensure overall continuity of institutional brand consistency and image as well as manage all media contacts.

Develops and maintains all budgets for the communications department and manages the direction of the church's overall communication strategy.

Provides strategic direction for our digital strategy, to include overseeing and managing production of digital media, including online worship services and events, video editing, livestreaming, engagement and use of social media.

Manages the development, distribution and maintenance of all print and electronic collateral including, but not limited to, newsletters, social media outlets, marketing pieces and the website. Coordinates the appearance of all print and electronic materials such as letterhead, use of logo, brochures, etc.

Qualifications

Bachelor's degree in communications/marketing or equivalent.

Minimum of 7 years' experience directing a corporate or non-profit Communications department demonstrating strong project management skills with an understanding of systems and process management.

High energy, maturity and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.

Excellent editing, written and verbal communication skills.

Highly collaborative style with a sincere commitment to work with staff and volunteers, a relationship builder with the flexibility and finesse to "manage by influence."

Strong track record as an implementer who thrives on managing a variety of key projects concurrently.

Ability to oversee multiple administrative functions, set performance goals and objectives and implement process improvements.

Self-starter, ability to work independently and create and implement new initiatives.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand; walk and sit. The employee is occasionally required to reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.