

## Job Description – Davidson United Methodist Church

<b>Title:</b> Director of Communications	<b>FLSA Status:</b> Exempt	<b>Employment Status:</b> Full-time
<b>Reports to:</b> Senior Pastor	<b>Department:</b> Communications	<b>Supervisory Responsibilities:</b> AV Media Lead
<b>Date Created/Last Evaluated:</b> 01/03/2024		

**Position Summary:** The Director of Communications is a passionate, mission-minded individual with a deep understanding of branding, creative design, and communication strategies. The Director will effectively tell the story of what God is doing through Davidson UMC. They will serve in a leadership role to unify and align communications, partner with church and ministry leaders to effectively convey their vision and communications priorities to appropriate audiences, and will design relevant communications for both internal and external audiences that inspire participation and involvement.

**Qualifications Requirements:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### Minimum Qualifications:

- Bachelor's Degree or combination of education and experience in a communications role.
- 3-5 years of marketing leadership experience.
- Prefer 3-5 years of experience working in a church of 1,000 or more.

### Knowledge, Skills, and Abilities:

- Affirms DUMC's core beliefs, vision, mission, and values
- Team player, supportive of all ministry areas.
- Has a strong understanding of brand management.
- Possesses the ability to carry out the communication vision of the church, while keeping it fresh and relevant.
- Communicates clearly and effectively using the written word.
- Ability to adapt written text to match the medium through which it is being communicated
- Can develop communication strategies to reach those not currently engaged with the church.
- Can create and implement a strategy for becoming more visible in the community.
- Proficient with both PC and Mac environments.
- Knows basic design principles utilizing software such as Adobe Publisher or other design medium.
- Understands social media platforms, such as Facebook, Twitter (X), YouTube, Snapchat, Instagram, etc.
- Possess strong editing and proofreading skills, serving as the eyes for all things print and electronic to ensure clear communication, brand presence, and consistency.

- Is current on communications and technological trends and looks for opportunities to utilize varying means to effectively communicate with the church and community.
- Skilled at developing presentations in ProPresenter, PowerPoint, and Keynote
- Skilled with Adobe Creative Suite design software
- Understands website development and administration of content management systems

### **Essential Functions:**

- Develop and produce weekly worship bulletins and slides with clergy and worship leaders
- Create slides and graphics for weekly 9:30am live stream
- Create, produce and distribute weekly email update
- Create, produce and distribute the monthly eNewsletter
- Support A/V livestreaming volunteer team and manage sign ups and equipment needs
- Create and produce print media and banners, etc. for special events, Services, etc.
- Create, implement, and maintain communication strategies to promote DUMC events through print material, web, and social media platforms.
- Continue to develop the DUMC brand to ensure it maintains professionalism and relevancy.
- Maintain and update the church's website on a regular basis, serving as Webmaster.
- Oversee social media engagement
- Maintain and update DUMC's mobile App keeping content current
- Oversee the design of all art, graphics, and promotional materials related to churchwide activities with a high standard of creativity, excellence, and effectiveness.
- Support ministry areas by brainstorming communication strategies, presenting concepts, and overseeing execution of campaigns that support their vision and communications priorities.
- Work closely with the Worship Team to develop and implement communication elements that support themes in worship and encourage engagement by congregants.
- Work with the Senior Pastor and Director of Finance to design and publish materials related to stewardship and other finance-related publications.
- Listen for stories of life-change within the church and develop ways to creatively communicate those stories within the church and broader community.
- Solicit information from church and ministry leaders to organize and plan communications messages in a timely manner.
- Cultivate, lead, and manage communications ministry volunteers (writers, photographers, designers, etc.)
- Maintain and oversee the DUMC Communications calendar