



LOVE GOD ~ REACH PEOPLE ~ SERVE ALL

Job Title: Communications Director

Date: March 29, 2025

Purpose: Provides administration, direction, and strategy for all communications at and through First Methodist Church of Moorestown. Empowers and guides a team to develop and implement communication strategies to ensure the timely, creative, efficient, and effective communication of FMC's mission, values, ministries, and programs.

Key Essential Duties/ Responsibilities:

- Strategic Communications
 - Develop & enhance communications strategies and plan—focused on tiered communication, priority messaging and storytelling while always helping people take next steps—for internal, external, and online communications at and through FMC.
 - Oversee all external communications, including marketing, advertising, and outreach efforts through web, digital, print and social media.
 - Identify opportunities for the church to communicate its message externally through the news media (press releases, publicizing events, creating events of interest, etc.) and delegate to communication committee/team.
 - Develop communication plans for special events.
- Relationship and Management
 - Develop, maintain, and implement processes, project management tools and standards which enable effective communication flow in all planning throughout the church, such as events/announcement form, Monday.com project management tool, Box.com and Google Drive.
 - Educate staff, ministry leaders and others in the congregation about procedures and processes for communicating church messages and operating systems effectively, so that each staff member and team leader can execute all systems and tech with competence.
 - Attends monthly communications meetings and resources and collaborates as staff members on this committee.
 - Regularly coordinates with the communications committee chairperson.
 - Determine communications project agendas, priorities, and timelines with communications committee chairperson and Worship Production Coordinator related to worship or other church events.
- Collaborate with communications committee chairperson, Pastor, Program Ministries Coordinator, Co-Music Leaders, Worship Production Coordinator, Executive Office Administrator, and other key staff.

- Develop and lead a team of staff and volunteers to engage in the following communications planning and tactics:
 - Worship Service Announcements—Coordinate with Pastor, Program Ministries Coordinator, Worship Production Coordinator, Executive Office Administrator and others regarding worship service communication guidelines, including verbal announcements, bulletin flyers, postcards, and PiSignage, and the use of other multimedia tools. Oversees weekly announcements and related promotions.
 - Website/social media/mobile app—develop an overall vision and strategy for the church’s online efforts; Ability to manage and empower communications team to maintain church’s web, e-news, app, and social media presence. Manage all social media posts, primarily on Facebook and Instagram utilizing the scheduling and automated functions of the Outreach Digital tool.
 - Oversee digital and video content creation, recording, editing for podcast, vlog, small groups, publicity, worship, etc. in collaboration with Pastor, Co-Music Leaders, Program Ministries Coordinator and others as needed.
 - Print—Oversees development of church print pieces, including newsletter, letterhead, business cards, brochures, guest materials, etc. Regularly evaluates all publications and initiate content reorganization and redesign when appropriate. Works with the Executive Office Administrator to ensure printing of the weekly worship programs.
 - Design/Creativity—have a demonstrated understanding of basic design principles To produce compelling and appropriately branded content; can communicate and partner well with volunteer graphic artists to brainstorm and create a variety of content. Ensures FMC branding is effectively implemented in all communications.
 - Writing/Editing/Proofing—for a variety of communication tools (print, presentations, reports, web, and social media).
 - Acts as liaison between FMC and any communications consultancy person/group.
 - Physical Space—In coordination with the communications committee, provide general oversight of lobby areas/common areas, including bulletin boards, and the communication/promotion pieces in these areas. Provide input for design and branding of signage and displays.

- Support and resource production management of weekend services, special services, and other church events, In coordination with the Worship Production Coordinator.
 - Facilitate communication during the week with Pastor, Program Ministries Coordinator, production/tech team, worship teams, and communications team in preparation for weekend services and special events.
 - Work with Pastor, Program Ministries Coordinator, Co-Music Leaders, staff and worship and music committees on strategic planning, equipment purchasing, and equipment maintenance.
 - Meet/communicate regularly with worship production coordinator and tech volunteer team to ensure all elements of the services or events are ready.
 - Oversee Church Online Platform for streaming of YouTube and Facebook for weekly services, podcasts, sermon videos, etc.

- Participate in weekly staff meeting, worship leadership team meetings and regularly planned check-in with lead pastor, and all other staff as needed.
- Participate in brainstorming/planning sessions and assist in implementing ideas for the following.
 - Christmas, Easter, other special services, and church events
 - Preaching Series Development
 - Creative “accessories” to enhance both in-person and online worship experience.
 - Development of Video Stories, Podcasts, vlogs, etc.

Requirements:

- Obtain and maintain Safe Sanctuary approval, criminal background checks every 3 years.
- Bachelor’s degree in communications, public relations, or marketing; or equivalent experience.
- Further their education keeping abreast of current trends in communications, church ministry and production through reading, studies, conferences, and contacts with other ministry staff, and leaders.
- Demonstrates a high level of Mac and PC computer literacy—proficient in word processing, spread sheets, electronic calendar, google docs, database, email audio/visual equipment, Worship/Pro Presenter, live-streaming on YouTube and Facebook, etc.
- Three years’ experience in a related field.
- Experience and ability to work with senior staff and lay leaders.

Qualifications:

- High level of emotional intelligence and interpersonal relationship management skills
- Demonstrated passion for and commitment to personal faith in Jesus Christ and the mission and values of FMC as a Reconciling Community of faith.
- Has an ability to make decisions and initiate change.
- Is a strategic thinker, a self-starter and demonstrates strong interpersonal and organizational skills.
- Has an ability to build, train, and manage teams, including staff and volunteers.
- Places a strong value on connectedness (UM denomination, FMC, ministries, the staff, other leaders, volunteers, external partners, and the community).
- Is a detailed-oriented planner with a high level of prioritization and time management skills.
- Has ability to balance numerous demands/competing needs and find clarity.
- Sets annual goals that align with church vision.
- Is willing to attend and participate in the ministries of FMC to effectively carry out job responsibilities.

Work Environment: (office/ telework)

Reports To: Lead Pastor

Full Time

Part Time

Salary and benefits commensurate with experience and fall within a range of \$46,000-\$50,000 annually

Work Schedule: 35 hours Salaried Position Flex Schedule

Benefits: See Employee Handbook

Performance Evaluation: Job performance will be reviewed by the Lead Pastor and SPRC. The annual review will be conducted to clarify expectations, affirm accomplishments, set annual goals, and plan for ways to improve and strengthen job performance. Ongoing feedback will be provided from the SPRC and Lead Pastor.

Approved by Staff Parish Relations

Date:	
Signature:	
Print Name:	
Title:	

Mission Statement: LOVE GOD ~ REACH PEOPLE ~ SERVE ALL

As a Spirit-filled faith community we:

- **LOVE GOD** through faith in our Lord and Savior Jesus Christ, loving our neighbor, personal and corporate prayer, practice of spiritual disciplines, weekly worship, and the study of Scripture.
- **REACH PEOPLE** by inviting and welcoming all God’s beautifully diverse people with radical hospitality: by working toward full inclusion of all as a Reconciling Community of Faith; by engaging in digital and in-person ministry initiatives, including a strategic focus on reaching families with children; and by creating intentional discipleship pathways that span all generations. In this way we invite, connect, equip, and unleash disciples of Jesus Christ.
- **SERVE ALL** through Holy Spirit-breathed passionate ministries, mission, and outreach to a hurting and needy world by using our God-given gifts and resources (people, facilities and finances) to transform lives, families and communities in the name of Jesus Christ.