



## JOB DESCRIPTION

# ASSOCIATE DIRECTOR OF COMMUNICATIONS

*The Associate Director of Communications at Custer Road United Methodist Church (CRUMC) shall be a person of genuine and deepening Christian character, willing to grow as a loyal participant of a ministry team, able to work, communicate well, and cultivate trust with children, parents, and other staff members.*

**PURPOSE:** The Associate Director of Communications will primarily create and manage digital and print media Communications Team projects and work as a member of the Communications Team, telling the story of how God is at work in our midst. This person will be key to helping reinforce our mission of helping people know the love of Jesus and be consistent with our branding voice and guidelines.

**HOURS:** The Associate Director of Communications position is a full-time exempt position and is governed by Custer Road UMC's Employee Handbook. The expected time commitment will be 40 hours a week, and may include some evenings, weekends, holidays, and/or Sunday mornings. Compensation will be commensurate with experience.

**STAFF SUPERVISION:** Reports to the Director of Connectional & Outreach Ministries.

**RESPONSIBILITIES:** In conformity with Custer Road's policies and procedures as well as those contained in the United Methodist Book of Discipline, the position responsibilities will include, but may not be limited to, those generally described below:

- ◆ Lead the church's social media presence. This includes creating engaging and shareable content for multiple social media platforms and responding and engaging with online followers in a timely manner, while ensuring that all content conforms to Custer Road's communications standards.
- ◆ Create graphic design for sermon series, events/activities, and internal/external signage that aligns with the brand and voice of Custer Road UMC.
- ◆ Develop, edit, and disseminate video and photo media that tells the Custer Road story.
- ◆ Update content on the church and day school website as needed.
- ◆ Manage assigned communications projects via Asana.
- ◆ Collaborate with ministry teams as needed to provide expertise in communicating effectively around upcoming activities.
- ◆ Attend weekly staff and worship meetings, and other meetings as applicable.
- ◆ Perform additional duties as assigned.

**QUALIFICATIONS:**

- ◆ Must be a person of deep Christian faith and integrity
- ◆ College degree in Graphic Design, Marketing or Communications
- ◆ Computer fluency in Mac and PC
- ◆ Excellent writing skills
- ◆ Excellent communication abilities, both verbal and written
- ◆ Attention to detail and organization
- ◆ Advanced graphic design and layout ability
- ◆ Working knowledge of Adobe Creative Suite
- ◆ Video creating and editing experience

- ◆ Motion graphics and animation experience
- ◆ Photography skills
- ◆ Project Management experience

#### BONUS QUALIFICATIONS:

- ◆ Fluent in English and Spanish
- ◆ Knowledge of design techniques, tools, and principles
- ◆ Typography knowledge
- ◆ Multimedia content development
- ◆ Media production, communication, and dissemination techniques
- ◆ Understanding browser capabilities
- ◆ Creativity and originality
- ◆ Fluency of ideas
- ◆ Adaptability, flexibility
- ◆ Client facing communication
- ◆ Team player
- ◆ Organization, ability to juggle multiple projects
- ◆ Self-directed

#### TOP REASONS TO WORK WITH US:

- ◆ Custer Road is a large church that is stable and growing.
- ◆ Collaborative teams that embrace people from other cultures
- ◆ Ministry and professional growth
- ◆ Great workplace and ministry environment