



## JOB DESCRIPTION

# DIRECTOR OF COMMUNICATIONS

*The 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 and communicate well and cultivate trust with other people in a growing congregation.*

**PURPOSE:** The purpose of the Director of Communications position is to identify, support and implement communications strategies both inside and outside the church walls. This position will also work to strengthen Custer Road UMC's image within all markets to create awareness of CRUMC and attract visitors.

**HOURS:** The Director of Communications position is a part-time exempt position and is governed by Custer Road UMC's Employee Handbook. The expected time commitment for this position will be approximately 28 hours per week, with a minimum of three weekdays in the office. Evenings and weekends may be needed from time to time.

**STAFF SUPERVISION:** Reports to the Executive Director of Operations

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

### **STRATEGIC LEADERSHIP:**

- ◆ Develop and maintain a comprehensive church-wide communications strategy.
- ◆ Ensure all communications align with CRUMC's mission, values, and brand.
- ◆ Identify new ways to reach and engage the community through multiple communication channels.
- ◆ Lead communications planning for major church initiatives and seasonal campaigns (Lent/Easter, Advent/Christmas, and special events).
- ◆ Prioritize communications efforts to ensure the most impactful ministry messages are communicated clearly.

### **BRAND MANAGEMENT:**

- ◆ Maintain and protect the CRUMC brand identity and voice.
- ◆ Ensure consistency across all communications including print, web, social media, video, and in-person materials.
- ◆ Serve as quality control for messaging, design, and tone.

### **MINISTRY COLLABORATION:**

- ◆ Partner with ministry leaders to communicate programs, events, and ministry opportunities effectively.
- ◆ Facilitate communications calendaring meetings and help coordinate messaging across ministries.
- ◆ Provide guidance and tools to help ministries communicate clearly and effectively with their audiences.

### **DIGITAL STRATEGY:**

- ◆ Oversee strategy for website, social media, email, video, and other digital platforms.
- ◆ Monitor and maintain the church's search engine optimization (SEO) performance.
- ◆ Explore new opportunities for digital engagement including social media campaigns, online communities, and emerging platforms.

#### CONTENT OVERSIGHT:

- ◆ Oversee the development of communications content including website updates, social media messaging, email newsletters, printed materials, digital media, and event promotion.
- ◆ Ensure messaging is clear, engaging, and aligned with church priorities.
- ◆ Guide the development of content and marketing strategies that increase community awareness of CRUMC and deepen engagement.
- ◆ Provide oversight for marketing campaigns and paid advertising initiatives.

#### TEAM LEADERSHIP:

- ◆ Supervise and mentor Communications team staff and volunteers.
- ◆ Delegate projects and help balance workloads across the Communications team.
- ◆ Provide creative direction and feedback to ensure high-quality communications output.

#### BUDGET AND ADMINISTRATION:

- ◆ Prepare and oversee the annual Communications budget.
- ◆ Evaluate and streamline communications processes and workflows.
- ◆ Oversee relationships with vendors, contractors, and creative partners.
- ◆ Participate in weekly staff meetings, weekly worship meetings, and planning meetings as needed.
- ◆ Perform other related duties as assigned by the Executive Director of Operations.

#### QUALIFICATIONS REQUIREMENTS:

- ◆ Deep personal Christian faith, integrity, and commitment to the mission of the church.
- ◆ Bachelor's degree or equivalent experience in communications, marketing, or related field.
- ◆ Demonstrated success supervising, mentoring, and leading a team.
- ◆ Strong verbal, written, and communication skills.
- ◆ Experience with communications tools including Microsoft Office, Asana, AbleSign, WordPress, Constant Contact, and Adobe Creative Suite.
- ◆ Ability to manage multiple projects and priorities effectively.
- ◆ Excellent interpersonal and collaboration skills.
- ◆ Creative thinker with strong organizational abilities.
- ◆ A collaborative team member willing to step in and assist where needed to support the work of the church.
- ◆ Ability to maintain confidentiality and practice discretion in all communications.
- ◆ Ability to adapt in an ever-changing environment and handle conflict with grace.

#### 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.