Aldersgate
UNITED METHODIST CHURCH

Director of Communications

Mission Statement: God calls people to His mission and ministry in many ways. Some are called to be active laity. Some are called to be chaplains and counselors in hospitals and other institutional settings. God also is calling some to the pastoral ministry. That ministry can be lived out through the role of Senior Pastor, Associate Pastor, Minister of Visitation, Minister of Christian Formation, Director of Music, Director of Youth and Recreation, Director of Communication, Office Administrator, Treasurer, Facility Manager, Weekday School Director and Music Accompanist. We believe that those persons called to the ministry in the local church should be devoted to Jesus Christ and to the Great Commission. These persons should reflect the Christian character of humility, servant hood and agape. They need to be a student of the Bible and should be devoted to a strong prayer life. They also need to be active in the worship services and educational ministries within the local church. Pastors, staff, and church members are in the business of storytelling, telling the story of all that God has done for us through Jesus Christ and communicating the Gospel of grace and love. The message of Christ is unchanging but it is our responsibility to faithfully translate that message and speak it in every age and time. Someone who is skilled in marketing and communication methods can, as the Director of Communications, help us to think creatively about how to reach more people and reach a different segment of people than we can currently reach as a church. The Director of Communications should strive to follow the leading of the Holy Spirit as he or she continues to grow spiritually.

General Requirements:

- Identify with the Christian faith as a United Methodist and actively participate in the life, work and worship of our congregation.
- Be dependable, neat, pleasant, diplomatic, and tactful.
- Demonstrate the ability to work well with others as well a present a warm and welcoming presence when interacting with our members.
- Attend training sessions as requested by the Senior Pastor or SPPR committee (i.e. Safe Sanctuaries© Training, personnel matters, etc.).

Specific Duties and Responsibilities:

- Enhance the communication ministries of the church both internally to the congregation and externally to the community.
- Be creative and thoughtful in helping communicate the message of Christ at times other than 8:30 or 11:00 on Sunday. Engage members and the community during the week and in different locations other than a certain time on Sunday morning. Help the church adapt and grow in the area of digital communication methods and social media.
- Develop and lead teams who have technical skills on areas such as planning and strategy, content development, graphic design, website and social media, video and photography, and working with other staff and volunteers.
- Lead strategy for utilizing social media channels and adapting to changing trends and technologies, using social media as well as traditional communications.
- Ensure that information is available in an easily accessible way without bombarding people with information.
- Consider methods of outreach through videos, member awareness and visibility, texting, e-mails, creative newsletters...all reflecting the love of Jesus.
- Ensure content on social media (website, Facebook, etc.) and membership rosters is consistently updated. Information should always be current.
- Membership directories should be printed several times a year, accessible particularly for a diverse congregation with many aging and moving into smaller homes or assisted living.
- Work to implement our vision for Aldersgate UMC and its ministries in close collaboration with the Senior Pastor and the Church Council.
- Design, Create and/or Collect content and images and distributed for: communications for our church internal and our community externally thru: email, website, social media, all announcements (electronic and print) to include but not limited to: verbal announcement script each Sunday for Worship Service’s verbal announcements, Slides for the monitors inside the sanctuary and the Narthex, Banners (Inside and Outside), weekly E*Blast, Monthly Newsletter, Outside Church Sign, Season information for inside the church, the community and the Media.
- Keep all information items current, at key locations including Narthex Banners, bulletin boards, and outside signage.
- Other duties as required.

Specific Knowledge / Skills Required:

1. Exhibit creativity, enthusiasm, sensitivity, and excitement in communicating the church’s belief and faith in Jesus Christ.
2. Have a good sense for visual design as well as being very familiar and comfortable with software tools that are used in this process.
3. Strong administrative, computer, and communications skills are required.
4. Skill in graphic design and layout in both print and web design.
5. Develop, assess, evaluate, and/or implement new and innovative methods to enhance the communication ministries of the church both internally to the congregation and externally to the community.
6. Ability to organize, direct, support and enable growth to the volunteer assistants.
7. Ability to maintain confidential information.
8. Working knowledge or ability to learn various software currently used for Church business in Communications:
9. Working knowledge of Microsoft applications, Adobe applications, and other communication and content applications as appropriate such as Microsoft Office, Adobe Creative Suite, database tools, and content distribution systems.