

Wesley Memorial Methodist Church

POSITION DESCRIPTION

JOB TITLE: Director of Communications and Connections

REPORTS TO (Title): Sr. Director Business Operations

FLSA STATUS: Non-Exempt, Part-Time

UPDATED: November 7, 2025

POSITION SUMMARY:

This position provides comprehensive communications and connections strategy for Wesley Memorial Methodist Church, focusing on **developing** effective internal and external communications that support the church's mission and vision, **creating** innovative marketing and promotional strategies that engage members and community, and **building** meaningful connections between the church and its diverse constituencies. The director will serve as a key member of the ministry leadership team, ensuring professional communication standards that enhance ministry effectiveness and community engagement.

All employees of Wesley Memorial will exemplify our church staff *core values*: CARE, COMPETENCY, COLLABORATION and CHARACTER.

CORE VALUES - KEY DUTIES AND RESPONSIBILITIES:

The following responsibilities demonstrate how each core value is lived out specifically in Communications and Connections:

CARE

Providing exceptional communication support that demonstrates genuine concern for connecting people with ministry opportunities

- Lead and assist leadership teams and groups to effectively promote, sustain, and market events and ministries of Wesley Memorial with attention to congregational and community needs
- Develop communication strategies that welcome newcomers and help existing members stay connected to church life
- Create promotional materials that reflect the church's caring spirit and inclusive community

- Ensure all communications are sensitive to diverse audiences and accessible to all community members

COMPETENCY

Demonstrating excellence in communications strategy, design, and professional service delivery

- Provide leadership, guidance and oversee the use of social media, web, print, promotions, media relations and internal communications with professional standards
- Oversee video and audio live production to include recording of services and special events for all church communication platforms
- Manage and regularly update the church website
- Provide leadership and guidance in the design, brand management and content of both internal and external communications
- Effectively communicate project/content deadlines to staff and ensure that all communication materials and projects are produced on schedule
- Lead efforts to design all art and promotional materials related to all church ministry activities with high standard of creativity, excellence and effectiveness
- Ensure that all promotional communications materials representing Wesley Memorial adhere to the communication style guide and align with church brand standards
- Oversee the use of logos and images that represent Wesley Memorial with consistent branding
- Manage ongoing social media messaging and communication strategies, in coordination with ministry staff and volunteers
- Manage financial resources responsibly including budgeting process, expense management, and reporting to the designated church financial manager
- Gain new skills and expand knowledge base through continuing education in communications, marketing, and digital media

COLLABORATION

Working cooperatively with ministry staff, volunteers, and community partners to create unified communication approaches

- Serve as part of the ministry leadership team, contributing communications expertise to strategic planning and implementation
- Collaborate with ministry staff and volunteers to coordinate messaging and promotional strategies
- Work cooperatively with all ministry areas to ensure consistent communication and branding across church programming
- Coordinate with external media relations and community organizations to enhance church visibility and engagement
- Foster positive relationships with volunteers who assist with communications and promotional activities

CHARACTER

Demonstrating personal integrity and professional excellence that reflects Christian values and Methodist principles

- Demonstrate commitment to the Christian faith and serving God through professional excellence in communications ministry
- Be in alignment with the orthodox, evangelical doctrine of the traditional Methodist movement
- Maintain integrity in all communications, ensuring accuracy, honesty, and appropriate representation of church values
- Demonstrate creativity and innovation while maintaining theological and ethical standards
- Handle sensitive church information with discretion and professional boundaries

Other Duties

- All other work-related tasks as assigned by management and/or Board
- Participate in ministry leadership team meetings and strategic planning sessions

EDUCATION, EXPERIENCE AND SKILL REQUIREMENTS:

Preferred Qualifications:

- Bachelor's degree in Communications, Marketing, Journalism, Electronic Media or related field required
- Three to five years prior experience in communications, marketing, journalism, electronic media (church communications preferred)
- Knowledge in publication schedules and budget preparation
- Proficiency in Microsoft Office applications and desktop publishing software
- Safe Church Training certification or willingness to complete within 30 days of hire
- Social media management and web development experience
- Technology proficiency in graphic design software, content management systems, and digital marketing platforms
- Strong organizational skills and attention to detail
- Valid driver's license and reliable transportation for community engagement activities

PROFESSIONAL QUALITIES:

- **Strategic Communications:** Ability to develop and implement comprehensive communication strategies that support ministry goals
- **Creative Design:** Skilled in graphic design, brand management, and visual communication

- **Digital Marketing:** Proficient in social media management, web development, and digital marketing strategies
- **Project Management:** Ability to manage multiple communications projects simultaneously with attention to deadlines
- **Brand Management:** Experience in maintaining consistent brand standards and style guidelines
- **Media Relations:** Skilled in building relationships with external media and community organizations
- **Team Leadership:** Ability to lead communications initiatives and coordinate with diverse ministry teams
- **Innovation:** Creative thinking and ability to develop new approaches to church communications and community engagement

SUPERVISORY RESPONSIBILITIES:

None - provides communications leadership and coordinates volunteer communications activities.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit/stand for extended periods of time, speak and hear. The employee is frequently required to walk, write, reach with hands and arms, stoop or kneel. Must be able to lift a minimum of 30 lbs. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The incumbent in this position will work primarily in office environments with regular community engagement activities, requiring strong communication skills and professional representation of the church.