

Director of Communications and Connections

The Director of Communications and Connections will work with the Ministry Leadership Teams in setting the direction, as well as the strategic implementation of all internal and external communications for all Wesley Memorial Church ministries to consistently articulate, enable, and fulfill the church's mission and vision. This individual will be a creative, innovative and a strategic thinker with a comprehensive communications vision. This position will report directly to the Senior Pastor and be part of the Ministry Leadership Team.

POSITION CONTEXT

By virtue of baptism by water and the Spirit, God calls all Christians to faithful discipleship, to grow to maturity in faith (see Ephesians 4). The United Methodist Church expresses that call in the shared mission "to make disciples of Jesus Christ for the transformation of the world" (*The Book of Discipline of The United Methodist Church*, or the Discipline, paragraph 120). Each local congregation and community of faith lives out that call in response to its own context--the wonderful and unique combination of God-given human and material resources with the needs of the community, within and beyond the congregation.

The work of servant leaders is to open a way for God to work through all people and the resources available in a particular ministry area, for each is about God's work. As stewards of the mysteries of God (see 1 Corinthians 4:1), servant leaders are entrusted with the precious and vital task of managing and using God's gifts in the ongoing work of transformation.

In The United Methodist Church, transformation is envisioned occurring through a cycle of discipleship (see the Discipline, paragraph 122). With God's help and guidance, leaders:

- Reach out and receive people into the Body of Christ,
- Help people relate to Christ through their unique gifts and circumstances,
- Nurture and strengthen people in their relationships with God and with others,
- Send transformed people out into the world to lead transformed and transforming lives,
- Continue to reach out, relate, nurture, and send disciples.

QUALIFICATIONS AND REQUIRED SKILLS

- Degree in Communications, Marketing; Journalism; Electronic Media or related field
- Excellent computer skills, with proficiency in Microsoft Office products and Adobe suite products. Applicant should be familiar with church-owned hardware and software (training provided), all social media platforms and website development
- Organized and able to manage multiple projects
- Action oriented and displays focus, passion and initiative - taking appropriate action if something needs to be done
- Knowledgeable in publication schedules and budget preparation
- Excellent written and oral communication skills
- A heart for the local church, a growing relationship with Jesus Christ and a passion to help others find and follow Jesus

PREFERRED SKILLS

- Proven ability to take projects from beginning to end
- Relates well to all kinds of ages of people, builds effective relationships, communicates effectively both interpersonally and corporately
- Organized, creative thinker and highly productive, working in a fast-paced environment
- Committed to improvement, seeks constructive criticism, understands strengths and weaknesses
- Proven conflict resolution skills
- 3-5 years employed experience in communications, marketing, journalism, electronic media
- Employment experience within a Church
- Highly collaborative style; experience developing and implementing communication strategies

KEY RESPONSIBILITIES

Design and Brand Management

Create and refresh as needed a “Wesley Memorial Church Communications Style Guide” following guidelines set forth in but not limited to:

United Methodist Church Communications

The Book of Discipline

Communications and social media best practices

Lead efforts to design all art and promotional materials related to all church ministries activities with a high standard of creativity, excellence and effectiveness.

Ensure that all promotional communications materials representing Wesley Memorial Church

- Adheres to the communications style guide and aligns with church brand standards.
- Oversee the use of logos and images that represent Wesley Memorial
- Keep updated on communication trends and fresh ideas for expression

Website

- Lead all efforts related to the continuing development of Wesley Memorial website
- Work proactively to make sure Wesley Memorial maintains an effective, outreach-driven presence on the web including SEO keywords, style and new guest engagement.
- Coordinate and maintain website content to ensure that new and accurate information (blog posts, events, sermon videos/audio) is posted regularly and timely.

Promotions

- Establish a process to organize, prioritize and communicate promotional items related to Wesley Memorial ministries.

- Create communication strategies to market, inform and promote event as developed by the Ministry Leadership Team.
- Design, develop and produce all materials related to ministry promotions to include but no limited to:
 - Newsletters
 - Weekly bulletin announcement and inserts
 - Email announcements via Constant Contact
 - Ministry magazines
 - Posters
 - Digital screens and scrolling announcements
 - Press releases
 - External media advertising
 - Marketing products
 - Clear stream texting service

Social Media

- Manage ongoing social media messaging and communication strategies, in coordination with ministry staff and volunteers
- Manage and schedule regular social media posts in order to engage the largest audience at optimum days and times
- Creatively build “followings” on various social media outlets including but not limited to Facebook, Twitter, Instagram and Youtube
- Provide communications support for online worship needs including but not limited to live streaming, Vimeo and Youtube platforms

Internal Communications

- Work alongside staff and volunteers to create consistency in messaging
- Publicize and maintain consistent deadlines for staff and ministry volunteers

Budgeting Responsibility

- Submit annual budget for Communications and Marketing; then be fiscally responsible to work within approved budget

Media Relations

- Develop media relations policy
- Create positive relationships with local media outlets
- Oversee efforts related to responding to media attention per Western North Carolina Conference guidelines

Volunteer Teams

- Develop and supervise volunteer teams as deemed necessary to accomplish communications goals
- Enlist, equip, and encourage qualified volunteers such as artists, designers, photographers, and writers.

Other Duties

Other duties as required by Senior Pastor and Ministry Leadership Team

SALARY/BENEFITS PACKAGE**Salary and Hours**

- Annual salary range of \$ 43,000.00 to \$ 48,000.00, depending on experience
- Full-time including Sunday mornings

Other Benefits

- 8 paid holidays
- Annual paid vacation
- Continuing Education and Travel
- Pension Plan