

Germantown United Methodist Church
Job Description

Job Title: Director of Communications
Reports to: Executive Minister
Job Type: Full Time - Exempt

Summary

Responsible for creating, organizing, planning, implementing, and measuring effective communication/media strategies and messages to the congregation, staff, and surrounding community. Use all available resources, both print and digital, in support of the mission and vision of the church while keeping consistent branding of GUMC and its ministries.

Responsibilities

Develop and oversee the implementation of a comprehensive communication strategy to support the vision, mission, and activities of the church, both internally and externally.

Plan, prepare, and maintain web pages, e-mail marketing, video elements, social media, presentation slides, blogs, podcasts, live-streaming, mobile app marketing, newsletters, bulletins, brochures, press releases, posters, and other materials as needed.

Coordinate with church staff, program leaders, and other church groups regarding content for newsletter, weekly announcements, e-mail notifications, worship graphics, weekly bulletins, and other necessary outlets.

Manage and monitor the church's social media channels and regularly develop effective content to post, share, and engage. Measure content effectiveness to continuously improve engagement and reach.

Proactively work to maintain an effective web presence, including timely and relative content, search engine results, and innovative technology.

Develop systems to organize, prioritize, and communicate promotional items related to the church, internally and externally. Write and edit and secure others to help when appropriate.

Assist the church's various ministries and committees with creative writing and other technical assistance, especially with web page development, print materials, and social media planning and content.

Ensure accuracy, consistency, and quality among the church's various communications.

Evaluate and maintain external church advertising, as appropriate.

Determine and develop volunteer teams as necessary to accomplish communication goals.

Create positive relationships with local and national media and oversee efforts related to securing or responding to media attention. Develop policy and procedures related to media relations.

Manage the look, feel, and vibe of the GUMC brand, monitoring the use of its logos and images to establish consistency. Create policies and procedures related to GUMC branding and related entities.

Manage and optimize relationships with communication and media vendors.

Manage all church signage to ensure cohesiveness and effectiveness.

Attend Senior Leadership Team meetings, Pastor's Council, and other meetings as deemed necessary.

Perform other related duties as assigned.