

ST. ANDREW UNITED METHODIST CHURCH

Job Description Form

Department	Programs	Job Title	Director of Communications & Marketing
Latest Revision Date	June 2022	Reports to	Executive Director of Operations
Grade	Type of position:		Hours <u>40</u> / week
	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intern		<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt

GENERAL DESCRIPTION - SUMMARY

Works with the Executive Director and other leaders to define, evolve, and maintain St. Andrew's communications, marketing, and brand as part of the overall St. Andrew experience. Responsible for developing a comprehensive communications and marketing strategy working with staff and lay volunteers to promote the Church on the website, email newsletters, social media platforms, video production and other digital applications and platforms. Ensures the website is functioning optimally and is available to users. Communicates effectively with staff, congregants, and the general public to achieve St. Andrew's strategic objectives. The right person will be supportive of and excited about the Vision of St. Andrew: *To eradicate social isolation and disconnection by practicing the faithful presence of the incarnate Christ.* Supervises a small but growing communication/media team and is responsible for quality control.

KEY RESPONSIBILITIES

Communications

- With input from Executive Director, clergy, other staff and lay leaders, develops and executes a robust communications strategy to ensure high-impact digital and print communications.
- Applies understanding of communication issues and a variety of technology solutions to achieve communication goals including internally, to our community, and beyond.
- Creates compelling, persuasive, relevant, current and accurate communications content that will increase the public's engagement with the congregation in the Denver metro area, the online community, and beyond.
- Ensures that all print and digital content is in alignment with St. Andrew's brand, vision, and mission.
- Leads efforts to integrate various communication activities, budgets and resources effectively to support the core mission and vision of St. Andrew.
- Enriches each ministry area's communications strategy with effective messaging and storytelling.

Website

- Oversees St. Andrew's website and interfaces with IT for performance issues.
- Stays current on the Web's latest technologies and makes sure the site and its products are mobile-friendly and multi-platform ready.
- Oversees the testing and troubleshooting of website functionality.
- Keeps the Church's social media outlets current, active, and effective.
- Ensures that the graphical and textual content of the website is current, relevant and accurate.
- Partners with IT personnel on website styling, user experience and branding.

Marketing

- Brings relevant, fresh, and proven digital marketing skills with the ability to craft messages for different demographics and effectively promote St. Andrew's vision and mission.
- Implements a comprehensive public relations strategy to strengthen the St. Andrew brand and effectively message its mission and vision.
- Partners with ministry areas to plan, coordinate and implement marketing and information materials for various programs, ministries and events.
- Creates multi-pronged, integrated marketing and communications awareness campaigns that utilize innovative tools to engage the community most effectively.
- Creates effective social media campaigns using graphic design skills appropriately and effectively.

Supervising/Managing

- Supervises the Assistant Director of Marketing and Communications.
- Manages the graphic design needs of the Church, whether in house or freelance designers.
- Collaborates and leads in the effective communication, internally and externally, of St. Andrew's ministries in furtherance of the mission and vision.

EXPERIENCE REQUIREMENTS

Three to five years of experience or an equivalent combination of education and experience in communications, marketing, web design, and digital media including researching, developing and executing strategic communication and marketing plans. Experience with developing Home Pages and Landing Pages for social media outlets. Supervisory experience is desired with the ability to both contribute to and support a leadership team and to manage/supervise the communications, website, and marketing functions of the communications department.

KNOWLEDGE AND SKILL REQUIREMENTS

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| <ul style="list-style-type: none"> • Excellent communication skills, both verbal and written • Ability to work in a diverse community environment and to empower volunteers • Self-starter with the ability to work independently | <ul style="list-style-type: none"> • Microsoft office suite: Word, Excel, PowerPoint, Outlook, SharePoint • Adobe Suite, InDesign, Canva • HTML, CSS desired. |
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<ul style="list-style-type: none"> • Good judgment and decision-making skills • Attention to detail and high quality production 		<ul style="list-style-type: none"> • Word Press • Current on Web software best practices 	
PHYSICAL REQUIREMENTS	Must be able to lift 25 pounds. Must be fully vaccinated against Covid-19.		
SCHEDULE REQUIREMENTS	Flexibility to work beyond traditional office hours, and on weekends, as well as the professional dedication to be "on call" when necessary. In person work preferred with some remote flexibility.		
EDUCATION REQUIREMENTS	Undergraduate degree in communications, marketing, liberal arts or related field.		
WORKING CONDITIONS	Ability to thrive in a dynamic, team environment.		