

# Director of Congregation and Community Engagement

**Williamsburg United Methodist Church** – The mission of WUMC is to make disciples of Jesus Christ for the transformation of the world. Williamsburg United Methodist Church will proclaim the Good News of God’s saving grace, and exemplify Jesus’ command to love God and neighbor, thus seeking the fulfillment of God’s realm.

**FLSA Status:** Exempt

**Hours:** 40 per week (part-time role of 25 hours per week may be considered)

**On-site position:** with some flexibility for occasional work-from-home

## Position Description

**The Director of Congregation and Community Engagement (DC&CE)** is a senior leader reporting to the Lead Pastor and responsible for strengthening the mission and ministries of Williamsburg United Methodist Church by inspiring engagement, deepening connection, and sharing the church’s story with both the congregation and the wider community.

The DC&CE leads all strategic communications, digital engagement, storytelling, outreach, and media/livestream functions to ensure a cohesive and compelling WUMC presence across print, digital, video, and other platforms. By clearly communicating WUMC’s ministry and impact, this role helps members stay connected and encourages the broader Williamsburg community to explore and engage in faith.

The position supervises the Digital Media Strategist and key volunteers, and collaborates closely with ministry staff, committees, and program leaders to amplify WUMC’s mission in meaningful ways.

## Duties and Essential Functions

### Congregation & Community Engagement

- Produce clear, creative, and inspiring communications—including newsletters, email updates, website content, and social media—that tell the story of how WUMC is changing lives.

- Partner with ministry staff, committees, and program teams to highlight transformational stories and connect people to opportunities for worship and involvement.
- Develop and maintain an effective web and social media presence that reflects the mission and values of WUMC.
- Promote and expand hands-on service opportunities in collaboration with local ministries and community partners.
- Share messages around the Stewardship Committee's fundraising efforts through storytelling, digital strategies, and year-round engagement messaging.
- Recruit, support, and appreciate volunteers participating in communications, hospitality, service projects, and administrative assistance.
- Share the impact of WUMC-connected ministries (Respite Care, Kid's Morning Out, Early Childhood Music School, Wesley Foundation, Boy Scouts, etc.).

### **Communications Strategy & Content Development**

- Develop a comprehensive annual Communications Plan that aligns messaging, audience segmentation, and delivery channels.
- Ensure consistency in tone, branding, and messaging across all platforms.

### **Technology & Media Engagement**

- Oversee livestreaming of worship, funerals, and special services, ensuring a meaningful online experience.
- Utilize Realm Church Management software for congregational engagement and connection. Coach ministry leaders and volunteers on effective use of the system as well as other communication tools including Mailchimp, forms, and digital platforms.
- Supervise and support the Digital Media Strategist in creative design, technology needs, and video production.
- **Note:** This role does *not* manage or maintain the church's core IT infrastructure (servers, computers, etc.).

### **Physical Demands**

This role requires the ability to move throughout the church campus, lift up to 15 pounds, and perform tasks involving standing, sitting, and operating standard office/media equipment. Reasonable accommodation will be provided as needed.

## Qualifications

- A committed follower of Jesus Christ with a deep appreciation for discipleship and the mission of the church.
- Demonstrated passion for connecting people through storytelling, relationship-building, and digital engagement.
- Bachelor's degree in communications, marketing, English, or a related field; **equivalent experience strongly considered.**
- Proven ability to create compelling written, visual, and digital content tailored to diverse audiences.
- Strong project management, editing, and organizational skills.
- Experience with church communications tools (Realm, Mailchimp) is helpful but not required.