

Woodlake United Methodist Church

Our mission is to make the love of Jesus accessible to all, even if it means digging a hole in a roof! (Mark 2:1-12)

Position Title:	Director of Communications		
Department/Group:	Communications	Position Type:	Exempt, Full Time, 40 hrs
Location:	Woodlake UMC Campus	Travel Required:	No

Position Description

The Director of Communications is responsible for the communication of timely, accurate, and relevant information to all Woodlake UMC stakeholders (staff, lay leaders, members, and general public) in ways that support the church's mission and brand identity.

ROLES AND RESPONSIBILITIES

Develop and execute strategic communications plans

- Create a brand/marketing/public relations strategy that effectively utilizes multiple communication channels including advertising, online medias and community partners
- Develop and implement an integrated strategic communications plan to broaden awareness of key activities and strengthen brand identity across targeted audiences
- Recruit and manage a communications support team, including volunteer talent
- Proactively identify challenges and emerging issues and implement appropriate strategies to address them
- Conduct market or public opinion research to assess strategic communication plan outcomes
- Collaborate with executive leadership on all church-wide events

Produce and distribute marketing and communication assets

- Ensure alignment with strategic communications plan
- Optimize the distribution of content to increase audience engagement
- Ensure consistency and alignment with the Woodlake UMC brand
- Manage relationships with communications-related vendors or consultants
- Manage communications budget

Lead media interactions

- Proactively identify opportunities for media coverage
- Cultivate press relationships to gain access to coverage
- Prepare talking points, speeches, presentations and other supporting material, as needed

Supervise Graphic Designer

- Partner with graphic designer to provide accurate and brand-appropriate graphics for all Woodlake UMC ministries in a timely manner
- Set and review goals quarterly and annually

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Bachelor's Degree in communication or related field preferred
- 5+ years' experience in a communications role
- Experience managing and executing multi-channel communication strategies
- Managerial experience, preferred

PREFERRED SKILLS

- Proficiency with Microsoft Office (PowerPoint required), Adobe Creative Suite and online media platforms

- Strong written and oral communication skills, able to share and communicate ideas across all levels of organization
- Ability to lead, manage and coach creative talent
- Demonstrated project management, strategic thinking and prioritization skills

DISCIPLESHIP EXPECTATIONS

We expect our staff to be engaged disciples of Jesus Christ. At Woodlake UMC, discipleship is based on the following five words.

WORSHIP	GROW	SERVE	GIVE	SHARE
<ul style="list-style-type: none"> • Attend weekend worship 42 times a year • Practice gratitude daily 	<ul style="list-style-type: none"> • Engage in a small group or class at least one time per year • Pray and read the Bible daily 	<ul style="list-style-type: none"> • Serve one per month (inside or outside Woodlake UMC) • Perform daily acts of kindness and justice 	<ul style="list-style-type: none"> • Give financially to the church with the goal of tithing • Practice generosity daily 	<ul style="list-style-type: none"> • Invite 5 people to Woodlake UMC each year • Prepare daily to share your faith

ADDITIONAL NOTES

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 talk or hear. The employee must regularly lift and /or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

REVISION HISTORY:

- Revised by deletion of hospitality portion. 8/2023