

JOB DESCRIPTION FOR DIRECTOR OF COMMUNICATION
Salem United Methodist Church, Cedar Rapids

The primary purpose of this position is to provide communication services for the church. The Communication Director will create, organize, plan and implement effective communication messages and strategies for/with church and community audiences. The individual will support church and ministry leaders in conveying their vision and communication priorities to appropriate audiences. This is a part-time, 7 hours per week position. The Director of Communication reports to the Pastor.

RESPONSIBILITIES:

- Participation in regularly scheduled staff meetings determined by the Pastor.
- Serve as Communication Center between church office, parishioners, and the world.
- Unify and align all church communication. Ensure high-quality and highest impact communications are created for both internal and external audiences.
- Proactively plan, partner, and work with ministries, meeting with them and creating communication plans to mobilize their specific audiences to respond.
- Cultivate, lead and manage coordinators, assistants and volunteers to help implement communication strategies and tactics. This team could be asked to:
 - Keep social media and website fresh and engaging
 - Network with other church communications teams
 - Collect and tell stories of life change
 - Photograph the congregation/members on Sundays, mission trips, VBS, etc.
 - Help strategize and plan communications/marketing for 3-6 month intervals
 - Own and manage the church's brand/identity
 - Online greeting and hosting through social media platforms for worship and other Salem events
- Be proficient in writing/editing, graphic design, video creation, communication, strategizing, and multi-tasking.
- Create and maintain a promotion calendar, ensuring that key events and details are announced and communicated at the proper times.
- Help, as needed, with the production of the newsletter, The Forecaster, for online publication and e-mailing each month.
- Write and edit communication messages for use in various mediums and audiences. Maintain website and other parts of the congregation's digital communication strategy (Social media, mass emails, etc.).
- Create, organize, plan and implement effective communication messages and strategies to church and community audiences. The individual will support church and ministry leaders in conveying their vision and communications priorities to appropriate audiences.
- Strong writing, editing and proofreading skills. This individual serves as the "eyes" for all things print and electronic, looking for clear communication, brand presence and consistency.
- Maintain healthy environment in church office with self and others (no gossip, speaking behind someone's back, complaining, grumbling, speaking negatively, etc.), encouraging face-to-face conversations for important issues.

TERMS OF EMPLOYMENT: Works 7 hours a week, year-round at \$17.43 per hour. Compensation is paid bi-weekly (26 times a year). In general, staff members must have approval to be gone during holy days (Christmas Eve, Ash Wednesday, Holy Week, etc.). The Director of Communication works remotely and does not have office space at the church. All staff are afforded 3 weeks of paid time off (PTO) as set forth in the Salem Personnel Policy. Over time, medical/other fringe benefits, and pension/other retirement compensation are not included. Employment is completely at will.

QUALIFICATIONS:

- A follower of Jesus who loves God and loves others.
- Desire to serve at Salem Church and be an engaging member of the staff team.
- Maintain healthy priorities in life, including spiritual disciplines, readiness for learning, investing in key relationships, vision for the future, eating, and exercise.
- Be loyal to the mission and vision of the Salem UMC and always protect the unity of the church
- Self-starter able to operate independently without supervision.
- Strong organizational and leadership abilities.
- Ability to communicate and listen well.
- High level of relationship skills, including exercising compassion, grace, tact, and diplomacy.
- Technologically savvy with computers and digital communication
- Graphic design experience preferred

JOB EVALUATION: The Director of Communication will be invited to meet with the Pastor and/or Staff-Parish Relations Committee (SPRC) yearly to evaluate fruitfulness and make changes as necessary. The job description will be reviewed periodically and in association with any pastoral change. Please note: Job descriptions at Salem United Methodist Church are not intended to fully specify or limit the tasks that may be required of each employee. This description must not be perceived as a definitive work statement. Although each job description roughly defines the current focus of activity for a given position, that focus may be changed at any time, depending on the evolving needs of the church and the gifts of the staff person.

CONDITIONS OF EMPLOYMENT:

- 90 day probationary period with evaluation at end of that time period
- In all things must be consistent with Salem and The United Methodist Church
- Continue growth and training when possible through conferences, online training, etc.
- The Pastor has the authority to hire and fire. Most often this will happen in consultation with the Staff-Parish Relations Committee.

Please submit an online application at Salemchurch.life and email a cover letter of interest, resume and a digital portfolio with examples of graphic design, website design, and video creation to mattgerman@salemchurchcr.com

Chair LB/SPRC _____ **Date** _____

Director of Communications _____ **Date** _____

Employment is at will and the church and employee retain the right to terminate this relationship at any time, for any reason, with or without cause of notice.

As a resigning employee, you may be responsible for training the person who moves into your position. Advanced courtesy notice by both the church and employee is appreciated.