



Director of Communications

Position Type: Exempt
Category: Full-time
Reports to: Teaching and Guest Experience Pastor

ORGANIZATIONAL OVERVIEW

St. Luke's UMC is one of the largest United Methodist churches in the U.S. with a membership of over 6,000. The United Methodist Church states, "The mission of the Church is to make disciples of Jesus Christ for the transformation of the world." At St. Luke's we respond to that call with this recently revised Open Statement:

At St. Luke's United Methodist Church, we are an open community of Christians helping people find and give hope through Jesus Christ - regardless of their gender, race, ethnicity, sexual orientation, nationality, disability or socioeconomic background. We work to ensure that our congregation and its leadership represent the community in which we are located. We are dedicated to including women, people of color, and LGBTQ+ as staff and in positions of leadership and decision making.

We renounce the way religion has been used throughout history to support racism, war, discrimination, genocide, violence and poverty, and we pledge to rid ourselves of the conscious and unconscious biases when sacred stories are used to uphold injustice. We are particularly sensitive to the issues facing our brothers and sisters of color and LGBTQ+ individuals, both within the United Methodist Church and in the general society. We pledge to be leaders in eradicating racism and discrimination. You are invited to join us.

As John Wesley said, "Though we cannot think alike, may we not love alike? May we not be of one heart, though we are not of one opinion? Without all doubt, we may. Herein all the children of God may unite, notwithstanding these smaller differences."

POSITION OVERVIEW

The Director of Communications brings the mission and vision of St. Luke's to life. This position helps people experience the unique ministries of St. Luke's through creativity and compelling stories. They will manage and coordinate the planning, creation, organization and implementation of all aspects of marketing, digital and communication strategies, messages and mediums for both internal and external audiences. This individual leads the creative process and ensures overall continuity of St. Luke's brand strategy and image, in collaboration with the Leadership Team, the Worship Production Team and all ministry departments.

This position requires skills and gifting in leadership, mentoring, writing, technology, collaboration (with clergy, staff, volunteers, and vendors), organization, planning, creativity and quality assurance. A thorough knowledge of marketing, advertising, public relations, media relations, web presence, and social media platforms is essential. High importance is placed on the ability to communicate concisely,

clearly and creatively (both written and orally), as well as efficiently managing details, concurrent projects, and tight deadlines.

Success in this position includes the following:

- Extending the ‘brand experience’ of St. Luke’s throughout the staff, congregation, and community
- Create a robust digital presence that meets the evolving spiritual and practical needs of the community
- Development of fluid system of creative storytelling and marketing that connects with a diverse community
- Communicating the voice and messaging from the Senior Pastor to the congregation/community.

RESPONSIBILITIES

Online and Social Media Presence – *Maintain up to date/real-time news and information*

Proactively lead efforts and manage appropriate teams to create and maintain impactful digital communications strategies, including effective web presence, and management of ongoing social media messaging to build an audience of followers.

Internal Communications – *Create awareness, engagement and momentum*

Oversee the creation, editing and production of digital and print materials that connects others to the shared values of St. Luke’s, as well as communications for the Senior Pastor (letters, announcements, emails, and sermon series and stewardship support materials).

External Communications – *Reach and serve those beyond the walls of St. Luke’s*

Oversee the design and execution of a local marketing strategy and promotional materials to target audiences in the community, consistent with identified key directions for congregational growth, using the most applicable and effective mediums.

Brand Strategy and Management – *Create and maintain consistency of all messaging and materials*

Serve as the “brand manager” to articulate the identity, culture and vision of St. Luke’s with consistent high-quality branding in content and graphics presentation. Ensure adherence by all ministry areas to established design guidelines/standards.

Communications Department Management – *Inspire, motivate, and create an environment where individuals and teams can thrive.*

Cultivate, equip and encourage a team of communications staff and volunteers (writers, photographers, designers, consultants), and collaborate with contractors/vendors, clergy and staff to accomplish communications goals. Develop effective processes, define priorities, oversee project workflows, and manage the approved budget. Serve as a consultant on key initiatives and projects, brainstorming creative communication resources and ideas to further ministry-specific initiatives and outcomes.

Quality Assurance – *Produce the highest quality output possible*

Assure excellence in all aspects of written, broadcast and electronic communications through intentional, concise and careful writing, design, editing, proofreading and production.

Media and Community Relations – *Cultivate and maintain positive relationships with local media and community organizations*

Develop a robust understanding of key media outlets, opportunities, trends and partnering resources in the local community to build bridges and create maximum exposure for St. Luke's through leveraging non-paid advertising.

QUALIFICATIONS

Demonstrate passion about the Christian faith, actively seek to grow in personal relationship with God and be committed to the mission and purpose of St. Luke's.

- Bachelor's degree in communications, journalism or related field preferred. Minimum of five years related experience.
- Excellent written and oral communication skills.
- Proven ability to take projects from beginning to end.
- Action-oriented and displays focus, passion and initiative.
- Proven abilities of communicating to diverse communities
- Organized, creative thinker and highly productive, working in a fast-paced environment.
- Proven experience in managing creative personalities

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.