

## Director of Communications

Position is full-time, salaried, exempt, with benefits. Salary commensurate with experience

### Summary

This position is responsible for all communications for Wesley United Methodist Church, both internal and external. The Director works with church leadership to develop marketing and communication plans to support Wesley's vision, mission, and strategic direction. As Director, you will form and lead a team to create all forms of media including, but not limited to: print material, websites, digital, video, social media platforms, in-house presentation media, and other developing technologies.

### Duties and Responsibilities

- Responsible for leading all communications efforts and managing Wesley's communication team. At present, supervision of a part-time video editor is required, with future planning and addition of a larger team going forward.
- Develop marketing and communications strategies to support the vision, mission, and objectives of Wesley UMC in tandem with church leadership.
- Serve as the essential communicator of the "Wesley story" and keeper of the Wesley brand/vision across all media for both church members and outside audiences.
- Serves as primary counsel for the senior pastor as spokesperson for the church with the secular media.
- Write, design, and produce print communication including worship bulletins, newsletters, brochures, and promotional/ publicity materials.
- Update and maintain the church website, including content, design, and internet presence to support communication strategy, image, and messaging.
- Create digital graphics to support worship and promote church-wide events.
- Create and produce digital communications including e-newsletter, email blasts, and internal/ external/conference announcements.
- Direct video production needs including worship services, daily devotions, and strategic messaging pieces.
- Oversee continual WUMC presence in social media including Facebook, Instagram, YouTube, etc.
- Establish and maintain excellent working relationships with local media. Compose and submit press releases, photos, and feature story ideas to media and to the UMC Conference press office.
- Assist Wesley ministry groups and Wesley staff with event marketing, design, production, distribution, and promotion.
- Regularly attend various Wesley planning meetings and assist with communication & strategic direction.

### Desired Qualifications, Skills, Abilities, and Education

- Bachelor's Degree in related field (Communications, Graphic Design, Media, Marketing) preferred
- Experience in full-time communications work
- Excellent written and verbal communication skills
- Excellent design skills, with portfolio/samples
- Strong organizational skills with ability to multitask, prioritize, and meet tight deadlines
- Abilities to plan and successfully manage a budget
- Strong people skills, leadership qualities, and team-building capabilities essential
- Commitment to respect, and to protect, confidential information
- Adept in new technologies, but willing to work with existing software and equipment
- Enthusiastic, energetic, self-motivated, driven by mission of Wesley Church, and able to serve as an ambassador of the church
- Web design, copywriting, video development experience
- Strong personal commitment to ongoing spiritual formation, faith development, and lifelong learning

### **Equipment and Software Knowledge Recommended**

- Adobe Creative Suite: InDesign, Illustrator, PhotoShop, Acrobat
- Microsoft Office: Word, PowerPoint, Outlook
- Constant Contact (web service used for all email marketing), or comparable
- WordPress
- SEO – Search Engine Optimization
- Social media platforms
- In-house presentation media, including MediaShout
- Proficiency with smart phone technology (iPhone/Android), to ensure mobile friendly communications
- Photography and imaging resources
- Printer/Copier flexibility

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position.

### **To Apply**

Please send a resume and cover letter addressing your experience to Myrna Simpson, Business Administrator, via email at [msimpson@wesley-umc.com](mailto:msimpson@wesley-umc.com) or mail to the church at 502 East Front Street, Bloomington Illinois 61701. Resumes will be accepted until the position is filled.

### **Questions**

For additional details and questions about this position contact Sara Isbell, Senior Pastor, at 309.827.8046 or email [sisbell@wesley-umc.com](mailto:sisbell@wesley-umc.com).