

Director of Communications
Part-Time Salaried
Troy United Methodist Church (TUMC)

www.troyumc.org

Revised May 11, 2022

Primary Purpose: To provide communications oversight through digital and print platforms to fulfill TUMC's mission of inviting people on a journey with Jesus.

Personal Responsibility: To model the life of a growing follower of Jesus (in accordance with TUMC's membership covenant) that positively represents Jesus, TUMC, and the broader United Methodist Church.

Professional Responsibility: To effectively administer our internal and external communications (and some marketing) strategy to carry out the vision of TUMC.

Primary Responsibilities:

➤ **Implement Communications Strategy**

- Work with staff/pastors/leadership to implement communication strategies and processes that define priorities and create an environment in which messages can be communicated clearly, creatively, and effectively
- Stay current with creative communication strategies, technological trends, and church communication platforms; look for opportunities to streamline communication processes for effectiveness
- Develop communication plans and timelines for various upcoming events and opportunities on the church calendar
- Manage content as the primary owner of communication through our church website (external) and app (internal)
- Create, integrate, post, and revise all social media content on behalf of TUMC (Facebook, Twitter, Instagram etc.)
- Cultivate an expertise in graphics creation for use in any and all communication platforms
- Implement our online marketing plan by working with vendors and managing that portion of the budget
- Oversee usage (including editing written text from staff/volunteers) of other communication channels such as our Reach newsletter, e-Reach, message notes, flyers, church signage, and other publications as the voice of TUMC
- Utilize TUMC's information database (Planning Center) to send targeted emails (through MailChimp) as it relates to communicating to the church's various constituencies

➤ **Staff Responsibilities**

- Attend all work-staff meetings (weekly on Tuesday at 11am) as well as full-staff meetings (every other week on Tuesday at 1:30pm)
- Hold regular office hours
- Participate regularly in staff communication channels (Slack and Base Camp)
- Be a team player willing to carry one's fair share in terms of time, energy, prayer, and resources

Because of the nature of this position, it can be expected that occasional tasks or projects not included in this job description may arise and be assigned as needed by the supervisor.

Supervision: The Communications Coordinator reports directly to the Senior Pastor and is accountable to the Staff-Parish Team.

Time Commitment: Part Time (10-20 hours/week negotiable)

To Apply: Please submit a cover letter and resume to jobs@troyumc.org