



FIRST UNITED METHODIST CHURCH

MONTEGOMERY, ALABAMA

First United Methodist Church of Montgomery, AL

Job Description Director of Communications

The presumed priority of every FUMC staff job is to work with joy as a member of a body of Christ who performs his/her particular tasks to the glory of God, ultimately resulting in making disciples of Jesus Christ for the transformation of the world. The following Job Description outlines your “first understanding” on how you practice that priority through your particular responsibilities.

The Director of Communications directs and coordinates the planning, implementing and evaluating the overall marketing communications efforts of the church. As such the Director of Communications is specifically responsible for:

- Development and implementation of effective communications strategies to ensure that the mission, programs, and events of FUMC Montgomery are articulated clearly and consistently to internal and external audiences
- Prioritizing communications requests as they relate to, and fit within, the overall communication strategy. Priorities will be decided by the director, in collaboration with the clergy team when necessary.
- All administrative planning of the communications department
- Developing and overseeing the communications budget
- Developing, implementing, and maintaining a comprehensive traditional, print, and digital advertising strategy
- Developing, implementing, and maintaining a comprehensive external relations strategy
- Developing, implementing, and maintaining a social media strategy to engage members of the congregation and community
- Overseeing the design, content, and production of all external promotional publications
- Write and/or edit internal and external church press releases, other formal written communications, and related marketing materials
- Editor-in-Chief for all publications of the church
- Oversees and maintains all aspects of the church website, including managing the web-hosting vendor relationship and support
- Assist all program areas in coordinating their internal and external communication efforts
- Oversees all communications requests, internal and external, and maintains the most effective method for managing request process and workflow
- Oversees design and content for all internal and external publications
- Oversees vendor relationships as it relates to communications efforts to best-utilize church and departmental resources
- Supervises Assistant Director of Communications, Audio/Visual Coordinator(s), Information Technology Vendor, Communication Interns



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Qualifications/Skills:

- Demonstrated knowledge and proficiency with current internal/external communications strategies and best practices
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally
- Working knowledge of content management systems and digital graphics production
- Superior project management and time management skills
- Strong knowledge and understanding of current trends in digital media/social media
- Self-motivated with a positive and professional approach to management
- Ability to train staff and delegate responsibilities appropriately
- Ability to set and meet critical deadlines
- Must possess excellent organizational and planning skills
- Excellent verbal communication and presentation skills
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro) and Canva

Education and Requirements:

- Bachelor's degree in communications, marketing, or a related discipline
- 5+ years of communications, marketing or public relations or related experience

Salary commensurate with duties and job experience as well as a generous benefit package, including employee health insurance and employer match on retirement plan contributions.

Submit resumes to: Dr. Jay Cooper, Senior Minister – jcooper@fumcmontgomery.org

FUMC is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.