



Missouri United Methodist Church

204 South Ninth Street, Columbia, MO 65201 p (573) 443-3111, f (573) 443-3319, www.moumc.org

Director of Communications & PR

Do you have experience in creating and growing a life-giving brand?

Do you have a passion for using the written and visual word to compel people to act?

Do you have excellent teaming and project management skills?

Does your pioneering spirit get excited by the notion that you would be creating a new role that hasn't been done before?

Have you dreamed of developing and managing a high-impact team of college interns and volunteers to create and use multi-platform communications channels?

Job Summary

The Director of Communications & PR is a full-time staff member responsible for leading and overseeing internal and external communications in a way that creates and builds Missouri UMC's brand. Part Creative Strategic Advisor, part Chief Image/Brand Creator and Guardian, part Media Liaison, part Marketing/Advertising Coordinator and part Cause Blogger, the Director partners with staff and church leadership to improve the impact of our communications. This includes but is not limited to print and digital media, web design, video management and/or production, social media networking, writing, and advertising.

Essential Duties and Responsibilities

- ▶ Provides leadership in strategic communication and ideas. Expected to contribute in brainstorming and idea generation with Lead Team and any designated key strategic initiatives.
- ▶ Educates staff and other ministry leaders on the effective use of marketing and communications techniques to grow ministries.
- ▶ Recruits & trains volunteers and student interns to assist in the Communications/PR work such as:
 - Community Reporter
 - Graphic Designer
 - Public Relations Practitioner
 - Copy Creation and Editing

- ▶ Responsible for many different types of internal and external communication. Produces and/or oversees production of:
 - Web site(s)
 - Social media
 - Print production (newsletters, worship leaflets, postcards, banners, etc.)
 - Marketing and advertising
 - Photography
 - Video production
- ▶ Conducts research to improve the effectiveness of Communications/PR efforts
- ▶ Supervises a part-time staff person who helps achieve the above.

Qualifications

Bachelor's Degree or equivalent work experience in related field preferred with successful project management experience in a deadline sensitive environment. Prefer minimum of 3 years experience in strategic and branded communications. Prefer someone who has worked successfully in a similar role for a larger church and who has a personal or professional blog.

Additional Skills Desired

- ▶ An excellent grasp of “story flow” and proven track record of inspiring through narrative and design.
- ▶ Experience in designing print and digital media (e.g., Adobe InDesign/Photoshop/Illustrator, Microsoft Office, Basic HTML, and Final Cut Pro)
- ▶ Writing, producing, editing, directing and/or managing promotional-style videos.
- ▶ Ability to write compelling copy that is creative and concise.

By the time of hiring, each candidate must be Safe Sanctuary certified by the Missouri Conference, including a criminal background check and training for safety of children ages 1-18 and vulnerable adults. For more information, go to:

<http://www.moumethodist.org/pages/detail/930>.

Desired Characteristics for All Church Staff:

- ▶ Strong Relational and Interpersonal Skills Communication Skills
 - Poised and non-anxious presence
 - Networks with others
 - Looks for opportunities to connect people's interests and needs with MUMC's values and ministries
 - Adjusts listening and speaking to build rapport across generational, behavioral and situational divides
 - For internal communication with church members and groups
 - Articulate and expressive verbally and in written forms

- ▶ Innovative and Entrepreneurial
 - Change agent or change implementer (depending on position)
 - Opportunity-focused (people are not an interruption)
 - Life-long learner
 - Self-directed (takes initiative)

- ▶ A Heart for Christ
 - Called to this work
 - Does no harm
 - Does good
 - Practices spiritual disciplines
 - Brings others into a relationship with Christ
 - Enthusiastically tells about how God is at work in their lives

- ▶ Servant Leader
 - Authentic, sincere & humble
 - Develops others through cultivating their gifts and talents (deploying, resourcing, holding accountable, coaching)
 - Supports church's vision, mission, values and leaders
 - Comfortable leading in an adaptive and accountable environment
 - Fully engaged in work and ministry
 - Works well in team environments

- ▶ Large & Growing Church Mindset
 - Can imagine what their area needs to become as the church doubles in size
 - Has experienced larger church ministry