

Glenn Memorial United Methodist Church

Job Description: Communications Director

Glenn Memorial UMC

Glenn is a deeply rooted and growing congregation of Christians located on Emory University's campus in the historic Druid Hills neighborhood of Atlanta. We are a multi-generational church with members ranging in age from newborn to 107. Through our ministries, we seek to foster a sense of connectedness and belonging for all. We welcome all persons into the full life and ministry of our congregation, regardless of race, culture, ethnicity, age, sexual orientation, gender identity, family or economic status, politics, physical or mental ability, or faith history.

For more information regarding Glenn Memorial UMC, please visit our website:

<http://www.glennumc.org>.

Position Summary

The Communications Director is considered part of the ministry team and understands Glenn's strategic goals, mission, and vision; develops and drives strategic communication, both internal and external, for all ministry areas; analyzes the church's creative processes and technologies to determine areas needing development; produces and manages all official communication across multiple channels—including print, digital, social media, and web—in support of the ministries of the congregation.

Supervisor

Reports to the Senior Pastor and is under the general supervision of the Staff Parish Relations Committee.

Experience and Skills

The position requires demonstrated skills in writing, photography, graphic design, marketing, and social media; strong interpersonal skills; proficiency in Microsoft Office, familiarity with design programs, such as Adobe Creative and Canva, and familiarity with Squarespace and Mailchimp. The candidate must have respect for and ability to work effectively with staff and volunteers who are diverse in age, ethnicity, gender, sexual orientation and background; and, have knowledge of the life and ministry of a local church. Glenn requires applicants to satisfactorily complete a background and security check (criminal, financial, and sexual misconduct).

Education

Bachelor's degree required, preferably in a relevant field such as communication, journalism, marketing, public relations, or religion.

Physical Requirements

The position requires prolonged sitting, frequent bending, stretching, lifting items up to 10 pounds and carrying them a distance of 25 feet, manual dexterity and hand/eye coordination.

Work Schedule

Full-time; Monday-Friday with occasional weekend and evening work. Our preference is that the majority of the work be conducted in the office, however we are open to discussing hybrid options.

Primary Duties and Responsibilities

1. Develop and implement a comprehensive communication strategy to support the mission and vision of Glenn Memorial United Methodist Church.
2. In consultation with the Senior Pastor and other staff, plan, prepare, and support appropriate messaging to the congregation and wider community regarding programs and concerns of the church.
3. Craft compelling content that highlights the initiatives and stories of congregational life.
4. Steward and protect the brand image and identity of Glenn Memorial UMC.
5. Employ a variety of media channels to support publications, advertising, and other messaging.
6. Lead web strategy, including maintenance and management of all social media platforms and the church's website.
7. Function as the primary writer, editor, designer, photographer, and storyteller for internal and external communication pieces.
8. Assist staff and lay leaders in the development and distribution of communication materials for program and mission activities.
9. Develop a crisis communication plan and implement the plan in the event of an emergency, following the direction of the Senior Pastor.
10. Compile a comprehensive press list and utilize it to communicate on behalf of the church and/or Senior Pastor about the ministries of the church.
11. Empower and equip laity to participate in the communication efforts of the church, as members of a Communications Team, as blog writers, or as periodic volunteers.
12. Establish and maintain relationships with counterparts in The United Methodist Church, especially the North Georgia Annual Conference, Emory University, Druid Hills and other neighborhood associations.
13. Using social media, communicate Glenn's identity and ministries to the community around us in an inviting and welcoming manner.
14. Other duties as assigned.

Essential Job Functions and Tasks

1. Website: Create, edit, and manage content on the website, with special attention to accuracy and timeliness; post event set-ups and registrations; update the online membership directory; upload Sunday sermons and worship bulletins; and plan and publish website blogs
2. Publications: Create and distribute weekly e-newsletter, monthly print newsletter, and other church-wide email communication (pastoral concerns, staff transitions, etc.);

- develop welcome materials for visitors and new members; work with the Senior Pastor to craft press releases, reports, and statements, and to respond to media requests
3. Marketing and Advertising: Design print and digital advertisements for Glenn programs (holiday Sundays, guest preachers, concerts, back-to-school events, lectures, etc.); design and order publicity pieces (banners, posters, brochures, postcards, yard signs, etc.); collaborate with pastoral staff on marketing for seasonal worship, education, mission, and stewardship events; add relevant Glenn events to Emory University's online calendar and community web sites; manage the church's social media presence and guide staff and lay volunteers in proper and up-to-date usage of various platforms; and, cultivate and maintain relationships with vendors
 4. Worship: Prepare, edit, and publish bulletins and related inserts for all worship services, coordinating with preachers, liturgists, and musicians; assist on Sunday mornings with photography, live streaming of worship services, signage placement and other activities
 5. Administration: Develop and manage the Communications budget; direct lay volunteers; attend Church Council meetings and other committee or ad hoc meetings as requested; oversee communication supply inventories including paper and ink for printers and ensure communications materials remain in stock

Applicants should submit a cover letter and resume along with three relevant writing samples, one or two design samples, and the names of three references. Writing samples may include a blog, a press release, or an article. Design examples may include previously completed social media campaigns or designs for a website, poster, banner, postcard, or other publication. Interviews will be required.

Application review will begin immediately. Application materials may be submitted to kgriffith@glennumc.org.

Application deadline: Nov. 1, 2024