



**California-Nevada Conference
The United Methodist Church**

POSITION DESCRIPTION

Position Title: Director of Communications

Classification: Exempt

Department: Communications

**Position Title of
Immediate Supervisor: Bishop**

POSITION OVERVIEW

The Director of Communications is responsible for the following:

Leading the California-Nevada Conference of The United Methodist Church in communicating its Gospel message of healing, hope and transformation to the communities it is called to serve and to the world.

Strengthen and undergird the vital connections among its local churches, districts, retreat and camp ministries, campus ministries, organizations, and its programmatic, administrative and financial agencies through effective, transparent and pro-active communications.

Grow the missional connection between the conference and the jurisdictions, central conferences and general agencies of The UMC through a variety of communications portals.

Develop a web of communications with ecumenical and interfaith partners in ministry that will strengthen the conference's relationships with these entities as well as its common witness efforts.

Provide timely communications to the bishop, conference leaders and congregations about church and world issues that affect the work of the conference in the church and in the world.

Assist the bishop or others she/he designates in crisis communication when necessary.

KEY RESPONSIBILITIES INCLUDE:

Work closely with the bishop for understanding of the context of the ministry and mission of the California-Nevada Conference.

Develop a clear communications strategy that will fulfill the communications purpose including relevant marketing strategies.

Work collaboratively with the CORE Team of the conference to determine communications priorities and coordination in support of:

- Conference program and mission focus
- Volunteer in mission opportunities
- Disaster relief response
- Tithe/benevolence interpretation
- Annual Conference Session
- Connectional gatherings and training opportunities

Direct the Conference news services including:

- Producing a relevant and helpful weekly E-newsletter to the Conference;
- Preparing special publications as needed;
- Serving as the primary social media content person for the Conference;
- Producing media releases on Conference news and events;
- Coordinating news conferences as needed;
- Serving as the conference's primary communications liaison with religious and secular media outlets;

Provide communications and media services for the Annual Conference Session by:

- Serving on the Commission of the Annual Conference Session as staff support;
- Resourcing the Annual Conference Session Worship Task Force;
- Planning and giving oversight to the integration of worship, staging, and audio/visual components to create an overall experience that reflects the theme of the conference session;
- Contracting with vendors and recruiting staff and volunteers for audio/visual services, based on service requirements;
- Interpreting Annual Conference Session to the Conference before, during, and following the session.
- Interpreting the Annual Conference Session to the larger Church through annual report to UMNS and other denominational entities.

QUALIFICATIONS, KNOWLEDGE, ABILITIES AND SKILLS

The individual must possess the following knowledge, skills and abilities, and be able to explain and demonstrate that he or she can perform the essential functions of the job, with or without reasonable accommodation.

- Demonstrated effectiveness in the development of communication and marketing strategies within an ethnic/multicultural context.
- Proven effectiveness in the editing and development of e-newsletters and other regular communication vehicles.
- Experience using social media in an organizational setting (Facebook, Twitter, YouTube, Flickr, Instagram, Snapchat, etc.)
- Established relationships with Church, Public Media and Ecumenical and Interfaith partners.

- Demonstrated effectiveness in identifying and utilizing web-based technologies and video production.
- Proven effectiveness in working consultatively with bishops, district superintendents, and conference leadership and staff.
- Deep Christian commitment; a strong spiritual life lived out in a spiritual vocation
- A self-starter with experience working effectively in a team setting
- A life-long learner who has a deep understanding of current processes and models of new church starts and congregational renewal
- Innovative, with passion toward fulfilling the shared vision of a diverse inclusive conference
- Proven effectiveness in working with people of diverse cultural, theological, generational, and ethnic backgrounds
- Organized and analytical. Ability to track and monitor progress.
- Effective oral and written communication skills
- Relates positively to lay and clergy leaders
- Works well under pressure
- Commitment to the mission and vision of The United Methodist Church
- Well-grounded in the history and tradition of The United Methodist Church and committed to its doctrine and polity
- Thorough understanding of The United Methodist Church and its Book of Discipline.

EDUCATION

Bachelor's degree related to Internal and External Communications, Journalism, Public Relations, or equivalent. (Master's degree or equivalent preferred)

PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- A. While performing the duties of this job the employee is regularly required to use hands to finger, handle or feel.
- B. The employee frequently is required to walk, sit stand and talk or hear.
- C. The employee is occasionally required to climb or balance; stoop, kneel, or crouch.
- D. The employee must occasionally lift and/or move up to 25 pounds.
- E. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

- A. While performing the duties of this job, the employee is exposed to weather conditions prevalent at the time.

- B. The noise level in the work environment is usually moderate.

This position description has been designed to indicate the general nature and level of work performed by the employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualification required of employees assigned to this job, and may be subject to changes in the future.