



South Central Conference of Seventh-day Adventist JOB DESCRIPTION

POSITION TITLE:	Communications Director
FT/PT:	Full-time (38.5+ per week may include some evenings and weekend)
CLASSIFICATION:	Exempt
REMUNERATION:	87%-102%
REPORTS TO:	Executive Secretary
SUPERVISES:	Assistant Director, Communication Intern & Department Secretary
FUNCTION:	The Communications Director leads and manages the planning, implementation and evaluating for the overall communication/marketing efforts of the South Central Conference. The Communications Director oversees conference Public Relations, Media and Online presence with the intentional focus on growing Christ centered, mission minded disciples while demonstrating the South Central Conferences visions of reaching the world with the unique Seventh-day Adventists Christ centered message of the Gospel of Jesus Christ.

GENERAL RESPONSIBILITIES:

Leadership & Management

- Provide leadership and effectively manage personnel in the Communication Department. This includes the communication intern.
- Responsibly manage department budget.
- Actively engage, cultivate, and manage relationships at all levels of the conference to ensure coverage surrounding the conferences' programs, special events, public announcements, and other projects.
- Set an example for an environment of creativity, innovation and problem solving.
- Demonstrate ability to make decisions in a changing environment and anticipate future needs.
- Identify communication contacts in local churches and provide training, support and networking opportunities.
- Coordinate the church sign program.

- Coordinate the coverage of events and or travel to locations to cover stories of the South Central Conference ministries as needed/requested.
- Assist with the South Central Conference Executive Committee set-up, presentations and other items as needed,
- Assist conference administration with additional assigned tasks/committees as requested.
- Serve on the Camp Meeting Committee. Coordinate camp meeting marketing and other public relations as well as on-site communication needs.
- Work with ADCOM to identify priorities and set direction for communication efforts.

Public Relations

- Act as the primary strategist for communication efforts for the South Central Conference
- Maintain and uphold brand standards for the South Central Conference and the Seventh-day Adventist Church.
- Be accountable as senior writer/editor and executive producer for all conference communications efforts.
- Strategize creative and thoughtful ways to utilize media technologies.
- Publications
 - Serve as contributing editor for the Southern Tidings, produced monthly.
 - Serve as the editor for monthly news publication for South Central Conference.
 - Submit news items to regional and other publications.
- Oversee marketing/communications needs for “Town Hall” meetings and Constituency Session.
- Coordinate the Public Relations and any public statements on behalf of the conference, the churches and the schools.

Media & Online Presence

- Take the lead in social media and website strategy for development and implementation, assist with content and train others as needed.
- Serve as executive producer for videos for programs, promotions and special projects.
- Maintain the conference presence of social media platforms.
- Partner with the communications team to improve the conference on-line presence using Search Engine Optimization.
- Partner with South Central Conference ministry departments to produce materials (including video), maintain website and social media presence to ensure departmental information is available and accessible.
- Assist with media needs by recording, editing and producing videos.

OTHER

- Attend worship on a regular basis.
- Attend monthly staff and departmental meetings.
- Other duties as assigned.

MARGINAL DUTIES & RESPONSIBILITIES:

- May present/lead worship.

QUALIFICATIONS:

Must be committed to Jesus Christ, the beliefs and mission of the Seventh-day Church, and a Seventh-day Adventist church member in regular standing. If transferring into South Central Conference, must transfer membership within 6 months of hire.

Education & Experience:

- Master's degree in communications, journalism or graphic design preferred.
- Bachelor's degree required.
- Must be knowledgeable with demonstrated ability in areas of
 - Print publishing
 - Photography
 - Desktop publishing
 - Writing and editing
 - Graphic design
 - Web-based communication
 - Video (pre and post production, camera and editing)
 - Social media
 - Microsoft suite
- Must complete and pass background check(s).

Language/Writing Skills:

- Must have excellent verbal skills.
- Must possess strong analytical skills and pay keen attention to details.
- Must have the ability to communicate effectively to diverse group(s) of people in varied settings.
- Must be able to write in a logical, clear and grammatically correct way.
- Bi-lingual Spanish speaking, reading and writing may be helpful.

Reasoning Ability:

- Must have the ability to read, analyze and interpret common reports and documents.
- Must be able to respond to the needs and/or request of constituents, supervisors and others in a professional and timely manner.
- Must have the ability to plan and organize in a logical manner.
- Must be able to prioritize and multi-task in an efficient manner.

Physical Demands:

- Must be able to stand and walk up to 2/3 or more of the time.
- Must be able to sit up to 2/3 of the time.
- Must be able to use hand and/or fingers up to 2/3 or more of the time.
- Must be able to lift up to 40 lbs up to 1/3 of the time.

- Must be able to hear and talk 2/3 or more of the time.
- Must be able to stoop, kneel, crouch, or crawl 1/3 to 2/3 of the time.
- Must be able to reach over shoulders 1/3 to 2/3 of the time.
- Must be able to climb stairs up to 2/3 of the time.
- Must have clear vision up to 20 inches minimally.

Equipment Used:

- Must be proficient in the use of the computer and various software packages.
- Must be able to use a standard telephone.
- May have to use general office equipment including fax machine, copier, calculator, typewriter, etc.

Work Environment:

- Must be able to work in an office setting with moderate to loud noise levels.
- May be exposed to outdoor weather conditions 1/3 to 2/3 of the time.
- Must be able to travel locally and regionally.

Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

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