

United Methodist Foundation of West Virginia
Job Description—Director of Communications

Job Summary: Working as part of a collaborative ministry team, the Director of Communications is responsible for implementing communication and marketing plans and strategies for the United Methodist Foundation of West Virginia (UMFWV) that meet UMFWV standards and that integrate strategic messages, including but not limited to the UMFWV brand.

Position-specific Job Functions

- Develop and implement an integrated, comprehensive communications plan for UMFWV in collaboration with staff.
- Create and maintain style/branding guidelines for all UMFWV communication.
- Manage multiple communication projects involving internal and external contacts.
- Consistently communicate the mission, ministry, philosophy, goals, and objectives of UMFWV with internal and external stakeholders.
- Create integrated communications across multiple platforms including print, electronic, social media, advertising, marketing, and news, using graphic design tools and skills.
- Create quality projects on time and within budget.
- Review and maintain website, including methods to deliver message, ease of navigation, and clarity of information; ensure the content and design are current and relevant.
- Oversee photo, video, print, and other media projects.
- Ensure document communications library is maintained and organized in electronic form.
- Develop and maintain a photo and video archive of applicable Foundation events, functions, initiatives and ministries for use in developing a variety of content for all media. This includes curating stock and freelance photos, as well as producing original photographic content.
- Ensure social media messaging is consistent with UMFWV mission and brand.
- Perform other related duties as assigned.

General Job Functions

- Provide accurate, high-quality work that demonstrates initiative and the ability to prioritize. Cooperate and collaborate with all stakeholders (staff, Board, etc.). Demonstrate the ability to work as part of a team.
- Offer professional, courteous, and efficient assistance to donors and potential donors, beneficiaries, churches, trustees, president, Foundation staff, Conference staff, and the public.
- Some travel is required.

Knowledge and Skills

- Bachelor's degree required, preferably in communications, journalism, or marketing, with a minimum of three years of experience in a related work environment.
- Comprehensive knowledge of communication strategy and processes; print and digital media; and tools and technology, including, but not limited to, writing, photography, graphic design, print production (digital and offset), word processing, web, e-mail and social media.

- Proficient use of Adobe InDesign, photo and video editing software; Microsoft Office.
- Excellent verbal, written, and telephone communication skills.
- Proficient in photography and video editing work.
- Knowledge of The United Methodist Church, its structure and polity and a commitment to its ministries.
- Willingness to continue professional development.
- Willingness to undergo background check and participate in safe sanctuary training.
- Willingness to work a flexible schedule with occasional weekend and/or evening hours.
- Ability to stand and walk for significant periods of time and lift up to 20 pounds.
- Work will be conducted both in an office environment and in the field.