

Indiana Conference of the United Methodist Church

POSITION DESCRIPTION

1. Title of position Director of Communication

2. Classification Executive

3. Supervisor Bishop

4. Responsibilities

a. Overall purpose of position

The Director of Communication is responsible for communication of news and information by print and electronic media to the bishop, clergy and laity of the conference; for public relations and advocacy to the internal and external audiences of the conference; and for the integrity of print and electronic media as well as the logo of the church and the conference.

b. Essential functions

- 1) Produces print and electronic publications of the conference such as editor of *The Hoosier United Methodist Together* newspaper and the electronic publications of news, events and other information
- 2) Oversees the conference web sites, working with conference directors, information technology, and the communications assistant
- 3) Oversees image and content of all print communication produced and distributed by the conference
- 4) Maintains the integrity of the United Methodist logo within the conference
- 5) Fosters public relations with local and state media, providing news and information about the bishop and the conference and its leaders

c. Occasional functions

- 1) Public relations campaigns of the conference
- 2) Working with the bishop and other leaders of the conference in making public statements on behalf of the conference
- 3) News and information about the conference and its actions to district superintendents, conference administrative assistances, pastors, members and the denomination's primary news sources
- 4) Advocacy work on behalf of the conference with the Governor and General Assembly in conjunction with the conference's social justice advocates, as well as interfaith and secular advocacy groups expressing viewpoint consistent with the Social Principles of the church
- 5) Dissemination of information about the conference and the denomination within the Indiana Conference and the North Central Jurisdiction
- 6) Communication education in print, web site, public relations, signage and emerging forms of electronic communication within the conference

d. Supervision of staff/volunteers (if any)

- 1) Direct oversight of the conference's Communication Assistant, who serves primarily as a technological assistant to the content work of the director
- 2) Oversight of volunteer writers and photographers who help cover the annual conference sessions
- 3) Collaboration with IT personnel and receptionist for support of communication's mission

e. Workplace requirements

- 1) A working area that includes a wide flat surface, a computer, black-and-white printer, color printer, plus storage space for books, files, computer disks, cameras, video projector and accessories
- 2) Either chairs opposite the director's chair or access to a conference room when visiting with clients
- 3) Storage for back issues of newspapers and other print materials
- 4) A location in immediate accessibility of the communication assistant and close to the receptionist

f. Budget accountability

Council on Finance and Administration, fellow directors, and the bishop

5. Qualifications required to carry out this position: knowledge, abilities, and skills

- a) Knowledgeable and supportive of the mission and ministry of the United Methodist Church
- b) Deep sensitivity and commitment to diversity (culture, race, gender, theology, etc.)
- c) Knowledgeable, experienced and skilled in editing, writing, layout and design of newspaper, magazine, other print media, plus Web site and electronic media including audio, video and photography production and duplication
- d) Computer literate of Word, Excel, PageMaker, PhotoShop, and Illustrator software
- e) Through knowledge of the history, theology and polity of The United Methodist Church
- f) Ability to design and execute a public relations campaign (either internally or externally), as well as edit and publish a newspaper plus web site and e-mail publications
- g) Ability to plan, manage and stay within a fiscal budget
- h) Ability to teach the principles of communication and public relations.

6. Additional comments that may aid in describing the work of this position

The person in this position needs to be a team player. He or she is dependent upon hundreds of people from across the state and country for news and information. He or she also needs to work with everyone in the conference and resources offices as well as the district superintendents to gather and disseminate news and information.