

Job Description – Communications Director/Record Editor

The Director of Communication must have a burden for ministry and the mission of the Seventh-day Adventist church in the Southwestern Union. They will oversee the strategy, development, and execution of all marketing and informational communications for the Southwestern Union Conference. This role serves a broad range of ministries and individuals and will provide project management, relationship management, strategic thinking, and project execution. The Director of Communication reports to the President.

Responsibilities:

- Implements administration's visions and plans for the ministries of the SWUC.
- Builds and maintains strong working relationships with SWUC personnel, university personnel, and others.
- Facilitates special projects as requested by administration
- Oversees publishing and production of The Record and multi-media projects for SWUC presentations.
- Oversees the development and implementation of strategies and action plans for the Communication Department.
- Provides vision/leadership for SWUC Communication Department and creates a working environment for successful teamwork, and delegates tasks as necessary.
- Manages the communication department staff and resources in a manner consistent with the high standards of quality and Adventist values of the Southwestern Union.
- Mentors conference communicators and maintains communication through scheduled on-site visits, e-mail correspondence, video conferencing, and training seminars. Leads bi-annual communication advisory committee for communication colleagues in the five conferences and the university.
- Collaborates on NAD Communication initiatives with other union communication teams.
- Serves as a member of the NAD Communication Advisory.
- Supports NAD Society of Adventist Communicators initiatives.
- Arranges for and mentors Southwestern Adventist University students completing practicums. Maintains a collaborative working relationship with Southwestern Adventist University Communication and Marketing departments; provides support when needed.
- Oversees maintenance of print and digital archives.
- Develops and executes communication for the Southwestern Union and its clients and creates and maintains a consistent brand for the Southwestern Union.
- Coordinates the writing, editing, and publication of monthly and special publications, such as the Southwestern Union quinquennial reports.
- Responds in crisis situations, leads the crisis communication team, and develops and implements crisis communication plans when needed.
- Builds and sustains online communities by overseeing the strategy, development, and production of social media campaign, website and the online supporter base.
- Attends Southwestern Union Executive Committee meetings and provides reports and/or photographs for the committee, community, and staff, as directed.

- Continually develop personal skills related to the field of public relations, media relations, community relations, etc.
- Stays apprised of communication best practices and the latest technologies; encourages staff in maintaining high levels of education and knowledge of best practices.
- Assigns job responsibilities and supervises and evaluates the performance of the Communication Department staff.
- Manages the communication department budget with the guidance of the treasury staff.
- Serves as a member of the SWUC Ministries team and provides direction and support for its advertising and promotional efforts.

Position Qualifications:

- Bachelor's degree at an accredited college or university
- Preferred master's degree in journalism, communications, public relations, or media relations.
- 5-10 years of relevant experience
- Strong writing and editing skills
- Strong communication skills
- Working knowledge of multiple social media platforms
- Ability to communicate effectively in both written and oral form
- Ability to establish and maintain effective working relationships
- Excellent attention to detail and organizational skills
- Ability to manage and prioritize multiple projects simultaneously
- Articulate, professional demeanor with strong self-confidence and initiative
- Proficiency in Microsoft Office and Adobe Creative Cloud applications
- Ability to utilize and adapt to transitioning technology
- Knowledge and experience in the field of publishing
- Must have an expressed commitment to Jesus Christ, the teachings and mission of the Seventh-day Adventist Church, must be a Seventh-day Adventist member in good and regular standing, and must desire to serve in a cooperative, spiritually redemptive, and soul-winning atmosphere

Typical Physical Demands:

Requires sitting, standing, bending, and reaching. May require lifting to 30 pounds. Requires manual dexterity enough to operate standard office machines such as computers, telephones, and other office equipment, as well as standard communication equipment such as cameras and audio/visual equipment. Must be able to operate an automobile and climb stairs without assistance. Requires normal range of hearing and vision.

Working conditions:

Essential office tasks are performed from the office with little or no noticeable discomfort. Travel is required.