

Job Title: Director of Communications

Location: Cumming First United Methodist Church – Cumming, GA

Job Type: Full-time flexible with some evenings and weekends

Position Summary:

Cumming First United Methodist Church is seeking a creative and strategic Director of Communications to lead all aspects of church communications, strengthening the church's presence within the congregation and the broader community. This role involves developing and executing a comprehensive communications strategy, including digital and print media, website management, social media, and public relations. The ideal candidate will be a skilled storyteller with strong organizational and technical abilities, capable of effectively conveying the church's mission of making disciples of Jesus Christ for the transformation of the world; the church's vision to foster Christ's love in the world, uniting diverse perspectives for lifelong spiritual growth, compassionate care, and community engagement; and programs in ways that engage and inspire. This position will work closely with church leadership to ensure consistent, clear, and inspiring messaging across all channels.

Key Responsibilities:

- Implementing the current communication plan and annually developing a comprehensive communication strategy aligned with CFUMC's mission and vision.
- Creating consistent, current, relevant, engaging, and user-friendly content for all communication and marketing channels to promote church events and programs; to increase participation in all ministry areas; and to engage with the larger community.
- Serving as CFUMC's primary spokesperson to media outlets enhancing the church's public image and outreach efforts.
- Recruiting, training, and building a team of lay volunteers for communication-related roles.
- Collecting data and analytics from communication efforts to ensure ongoing alignment with the church's communication goals.
- Establish and maintain a consistent branding strategy across all communication platforms and review all new materials in collaboration with the staff and volunteers to ensure that CFUMC's identity and recognition in the community is strengthened.
- Proofreading all written and published material ensuring a high standard of quality free of grammatical errors, enhancing the church's professional image, and promoting effective communication.
- Communicating on behalf of the senior pastor in the areas of calendar management, scheduling of appointments, and responding to correspondence.

Qualifications and Preferred Skills:

- Bachelor's degree in communications, marketing, public relations, or a related field
- Strong copy-writing skills and the ability to write newsletters, media alerts, and press releases

- Experience using Mailchimp and similar email marketing software
- Experience using software such as Adobe Creative Cloud and Canva to design engaging posters, social media campaigns, website design, banners, announcements, etc.
- Knowledge of WordPress and ability to design and update website UX
- Experience planning and scheduling social media, including Facebook, Instagram, YouTube
- Strong verbal communication skills
- Ability to recruit, train, and collaborate with volunteers.
- Strong leadership and organizational skills.
- Is a team player and self-starter and works well with all levels of staff, vendors, members, etc.
- Friendly, positive, accepting of all persons, and can maintain confidentiality

Salary:

- In the range of \$55,000-\$65,000 commensurate with experience and qualifications

Benefits:

- Pensions of 6% after first year
- Paid time off

How to Apply:

Provide a cover letter, resume, two design samples, two writing samples, and list of three references to the Rev. Dr. Matt Stewart at mstewart@cfumcga.com. Writing samples may include a blog, a press release, or an article. Design examples may include previous social media campaigns or designs for a website, poster, banner, postcard, or other publication.

Cumming First United Methodist Church is an equal opportunity employer and is committed to creating an inclusive environment for all employees and members.