



#### **Our Mission:**

We strive to embody the hope and love of Jesus for all through service, worship, and companionship.

**Position:** Director of Communication (Full-Time, 40 hour/week with benefits)

**Required for applying:** Cover letter, resume, **and** a writing example or portfolio of work.

**Submit application to:** Meredith Menius, [mmenius@hpcumc.org](mailto:mmenius@hpcumc.org), Director of Operations.

**Deadline to submit application:** Friday, December 5 at 5:00 pm.

**Reports to:** Senior Pastor

#### **General Description**

The Director of Communication ensures clear, consistent communication of HPCUMC's mission and ministries for the Hyde Park and Over-the-Rhine campuses. This role leads all communication, marketing, branding, and media efforts across digital, print, video, and social platforms. The Director manages the church's website, publications, and creative content—such as sermon series graphics and event materials—while aligning all communication strategies with the church's strategic plan. They oversee brand integrity, track engagement, and equip staff to communicate effectively, strengthening the church's visibility and connection with the congregation and community. The Director of Communication will report to the Senior Pastor.

#### **Staff Commitments**

Commitment to Christian faith.  
Commitment to the mission of Hyde Park Community UMC  
Commitment to team ministry  
Commitment to excellence in all areas of responsibility

#### **Responsibilities**

##### **Strategic Communication Oversight**

- Maintain communication and branding standards and develop and manage all church brand assets.
- Yearly project scheduling and planning, outlining project scopes, deliverables, and a timeline.
- Act as project supervisor of all communication activities.
- Lead all initiatives on written content, such as storytelling, interviews, etc.
- Develop resonant messaging for those already connected to the church and those in the wider community to create increased visibility of church across a variety of mediums.
- Develop and execute marketing/communication initiatives in alignment with our strategic plan for all ministry/church events and activities in collaboration with other staff and lay leaders.
- Prepare and submit the annual communication budget proposal to the Director of Finance. Oversee communication budget maintaining a standard of careful stewardship and consistent use of financial approval and reporting systems.
- Provide opportunities for coaching and equipping the staff to effectively communicate.
- Lead the staff Communication Team in all efforts to increase communication in all ministry areas.
- Collaborate with the Director of Operations to develop effective stewardship campaigns and other financial campaigns (Capital Campaign, etc.), with an emphasis on storytelling.
- Secure, organize, and maintain all necessary licensing pertaining to social media and the website.

## **Internal & External Communication**

- Oversee the publicity and marketing of HPCUMC, creating a team of volunteers as needed.
- Oversee quality control in regard to all communication products, including those produced within individual ministries of the church.
- Hire an outside consultant to update the church website, updating textual and visual content, and creating new pages. Will be responsible for maintaining and updating the website regularly.
- Craft impactful email and advertisement campaigns for special events/activities.
- Collaborate with other staff and publish the bimonthly magazine, *At the Corner of Grace*.
- Guide the Communication Ministry Assistant with all mailings.

## **Content Creation & Digital Media**

- Manage and oversee the Graphic Designer/Freelancers for all graphics created.
- Develop all social content as directed by ministry areas.
- Lead and develop the social media strategy that is in alignment with our brand and strategic plan.
- Track analytics of social platforms to maintain alignment with the strategic plan that works to increase and engage followers.
- Create photo presentations as requested for special events/programs.
- Collaborate with staff for video and photo content of events and other areas.

*Other duties as assigned.*

## **Supervision**

- The Director of Communication will supervise the Communication Ministry Assistant and Graphic Designer (freelancers as needed).

## **Staff Requirements**

- Attend monthly Staff meetings.
- Attend bi-monthly Equipping Team meetings.
- Attend monthly Communication Team meetings.
- Attend monthly Servant Leadership Board meetings (once a month in the evenings).
- Work in-person in the church office M-F, 9 am - 5 pm, with some evenings and weekends as requested by ministries. Scheduled work from home options are available.

## **Qualifications and Skills**

- Bachelor degree in communications, media, writing, or a related field is required.
- 1-5 years experience in graphic, image, video, digital design, and marketing and/or public relations.
- 1-5 years of project management and supervising staff.
- Proven success in telling stories for meaningful impact through print, digital, and video.
- Experience creating video content for advertising and general information.
- Exceptional organizational skills, with the ability to multitask in order to meet required deadlines.
- Attention to detail and accuracy.
- Excellent written and verbal communication skills.
- Good listening and consensus building skills.
- Proficient technology skills including, but not limited to Adobe Creative Suite, Microsoft Office (Word, Excel, Powerpoint), Pro-Presenter, Planning Center, Google Drive, and Wordpress.

## **Accountability**

The Director of Communication will:

- Be a committed part of the Equipping Team and report to the Senior Pastor as noted in the Organization Chart.
- Work in alignment to the mission of HPC & The United Methodist Church as outlined in the Strategic Plan, Inclusivity Statement, and Employee Handbook.
- Demonstrate commitment to team ministry including trust, engagement, commitment to plan of action, accountability, achievement of collective goals/results.
- Demonstrate commitment to excellence in all areas of responsibility.