

**Position Title: Director of Marketing and Communications**

**FLSA Status: Exempt, Full Time**

**Supervisory: Yes**

**Reports to: Executive Director**

### **Summary Description**

The primary responsibility of the position is the planning, development and implementation of all Floris marketing strategies, both internal and external. The Director is responsible for directing the efforts of the communications staff and coordinating both strategic and tactical levels with other departments. This position is responsible for all communications for the church.

### **Responsibilities**

Following the strategic guidance of the Executive Director and the Lead Pastor, develops, implements and effectively executes the entire marketing effort for the church, enacts and enforces a communications policy and process, and manages and mentors all departmental employees.

Works closely with the Executive Director to develop a comprehensive marketing plan for the church, to include brand awareness, market research, and market strategy to enhance Floris UMC's image and position in the community.

Works closely with the Floris management team to deliver effective communications in line with Floris' strategic initiatives.

Works with both internal and external constituencies to create and communicate the organization's messages and ensure overall continuity of institutional brand consistency and image as well as manage all media contacts.

Manages the development, distribution and maintenance of all print and electronic collateral including, but not limited to, newsletters, social media outlets, marketing pieces and the website. Coordinates the appearance of all print and electronic materials such as letterhead, use of logo, brochures, etc.

### **Qualifications**

Bachelor's degree in marketing or equivalent.

Minimum of 5 years' experience managing projects, demonstrating strong project management skills with an understanding of systems and process management.

Ability to oversee multiple administrative functions, set performance goals and objectives and implement process improvements.

Excellent editing, written and verbal communication skills.

Highly collaborative style, relationship builder with the flexibility and finesse to "manage by influence."

Strong track record as an implementer who thrives on managing a variety of key projects concurrently.

Sincere commitment to work collaboratively with staff and volunteers.

High energy, maturity and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.

Self-starter, ability to work independently and create and implement new initiatives.