



Seventh-day Adventist® Church
WASHINGTON CONFERENCE

COMMUNICATION DIRECTOR JOB DESCRIPTION

WASHINGTON CONFERENCE OF SEVENTH-DAY ADVENTISTS

Job Title: Communication Director

Department:

Name:

Category:

Credentials:

Supervisor:

Date Updated: September 1, 2023

Supervisor's Title:

JOB SUMMARY

The Communication Director is entrusted with managing the Washington Conference of Seventh-day Adventists' internal and external communications. This multifaceted role encompasses public relations, strategic planning and training, internal church communication, advertising, and promotion, as well as overseeing special projects. It demands a combination of strategic thinking and hands-on execution.

ESSENTIAL FUNCTIONS

Public Relations

- Represent the conference during crisis communication situations.
- Monitor social conversations and media mentions.
- Respond to telephone calls, emails, and social media messages.
- Provide strategic communication support to conference administration.
- Manage brand identity assets.

Strategy, Visioning, & Training

- Offer strategic communication coaching to conference leaders, pastors, principals, department leaders, and communication volunteers.
- Empower local church and school communicators.
- Stay updated on industry trends and developments.

- Translate technical material into easy-to-understand formats for a general audience.
- Pursue continuing education opportunities.

Internal Church Communication

- Curate engaging written and visual content for various platforms.
- Manage social media and big data analytics.
- Produce the Washington news section in the Northwest Gleaner magazine.
- Create a Gleaner insert for members.
- Share news and announcements with local church and school communicators.
- Provide event reporting and photo coverage.
- Supply news stories to church media outlets.
- Oversee the conference website.

Advertising and Promotion

- Develop and execute creative concepts and marketing strategies.
- Create promotional materials for conference events, offerings, and projects.
- Promote conference events through various channels.
- Ensure design continuity and branding for conference departments.

Special Projects

- Collaborate on missional project development and implementation.
- Manage projects such as Camp Meeting program collateral and Constituency Session Reports.

Media Ministry

- Supervise media ministry production associate in tasks related to video content, studio management, event staging, lighting and streaming, audio-visual coaching, and vendor relationships.

Other Responsibilities

- Manage internships, as requested and assigned.
- Oversee media production associate.
- Perform other tasks as assigned and agreed upon.

KNOWLEDGE, SKILL, AND APTITUDE REQUIREMENTS

- Active Seventh-day Adventist member.
- Bachelor's in communications or equivalent experience.
- Demonstrated leadership experience.
- Strong interpersonal and problem-solving skills.
- Excellent written, visual, and verbal communication.
- Proficiency in Adobe Creative Cloud, MS Office, and Internet-based applications.
- Creativity, attention to detail, multitasking, and customer service.
- Ability to work independently and under pressure.
- Discretion in handling confidential information.
- Deadline-oriented, both independently and in a team.
- Flexibility to work evenings, weekends, or beyond regular hours as needed.

ACCOUNTABILITY

The Communication Director reports to:

1. The Washington Conference Constituency (election every five years).
2. The Washington Conference Executive Committee.
3. The Washington Conference President and Vice Presidents.
4. The North Pacific Union Conference and North American Division Communications Directors as counselors and advisors.

CONTACTS & ORGANIZATIONAL RELATIONSHIPS

Frequent interaction with church leaders, external organizations, laypersons, and Washington Conference personnel at all levels is expected. Exceptional interpersonal skills and a professional Christian image are essential. Communication may occur in person, via telephone, email, or mail. Loyalty and support for the Adventist Church, Washington Conference, and supervisors are paramount.

PHYSICAL REQUIREMENTS

The role involves mobility in various environments, including churches and outdoor terrain. Physical abilities required include reading, speaking, hearing, reaching, climbing, grasping, and lifting items up to 25 lbs. Travel within the Washington Conference territory is necessary, with varying conditions. Reasonable accommodations will be considered for individuals with disabilities.

WORKING CONDITIONS

Most duties are conducted in a typical office setting with minimal discomfort. However, the role necessitates travel to represent the Conference at events, trainings, committees, and project assignments. Irregular hours may be required. Workspaces are well-lit and ventilated. Driving under diverse road conditions may be necessary. All out-of-town travel must receive approval and align with the Washington Conference employee handbook. Standard work hours, as per the handbook, apply, averaging 40-50 hours per week, including occasional nights and weekends.

ACKNOWLEDGEMENTS

I have fully read and understand my job description. I intend to perform the duties and responsibilities to the best of my ability and will seek guidance and clarification from my direct supervisor if I have questions. I know of no reason that I should not be able to fully comply with the tasks, responsibilities and physical demands as outlined in this job description.

Employee Signature: _____ Date: _____