

## Global Methodist Church | Job Description

**Job Title:** Executive Communications Director

**Salary:** Starting at \$125,000

**Location:** Flexible (Remote work available)

**About Global Methodist Church:** The Global Methodist Church is a newly formed and rapidly growing global Christian denomination with a deep commitment to spreading the Gospel, nurturing faith, and serving communities worldwide. We are dedicated to living out our Christian values through transformative ministries, discipleship, and advocacy. Our mission is to make disciples of Jesus Christ who worship passionately, love extravagantly, and witness boldly.

**Position Overview:** The Global Methodist Church is seeking an experienced and dynamic Executive Communications Director to lead and manage our communications and marketing efforts. As a key member of our leadership team, you will play a pivotal role in shaping the public image, brand, and messaging of the church.

Working under the direction of and accountable to the Transitional Connectional Officer, you will be tasked with developing a multi-phase plan to hire, equip and resource the denomination with marketing communications to adequately advance the mission and vision of the GMC. This includes recruiting and managing staff or contractors as resources and needs merit — including the Director of Social Media and Online Presence, Director of Print Media Resources, and Director of Visual Arts and Marketing.

### Key Responsibilities

**Convening General Conference Communications:** In consultation with GMC staff, the Transitional Leadership Council (TLC), and the Transitional Commission on the Convening General Conference, the GMC Communications Director would be responsible for developing and implementing an overall communications strategic plan for the GMC. The plan would include developing media resources for annual conferences; resources for reaching the general public; communicating with media outlets; and creating a targeted communications plan for the GMC's 2024 Convening General Conference.

**Internal Communications Systems Development:** Develop and implement a system for effectively gathering and prioritizing information from key leaders across the GMC connection for the purpose of developing public marketing and communications content. This includes but is not limited to scheduling regular meetings with executive team members, bishops, and members of the TLC to gain information and insight into current and upcoming initiatives across the connection; for developing strategic communications to support those initiatives; to gain trust and rapport; to serve as an opinion leader; and to build and strengthen the culture of the GMC.

**Strategic Public Communications:** Develop and execute comprehensive communication strategies to advance the mission and vision of the Global Methodist Church. Create and implement messaging and content that resonates with diverse global audiences, including clergy, church members, lay and clergy leadership, donors, community stakeholders, and the general public.

**Leadership and Team Management:** Lead and mentor a team of communication professionals, fostering collaboration, innovation, and excellence in their work. Establish clear goals, expectations, and performance metrics for the communications team.

**Oversight and Hiring of Lead Positions:** Responsible for hiring and managing individuals in lead positions, including Director of Social Media and Online Presence, Director of Print Media Resources, and Director of Visual Arts and Marketing.

**Brand Management:** Ensure the Global Methodist Church's brand identity is consistently represented across all communication channels. Monitor and manage the church's reputation and respond to any crisis communication situations effectively. Manage the GMC's visual identity including logo and related design assets.

**Media Relations:** Cultivate and maintain relationships with religious and mainstream media outlets, journalists, and influencers to promote the denomination's activities and mission. Draft press releases, media pitches, and manage media inquiries including coordinating interviews and serving as a spokesperson on behalf of the Global Methodist Church.

**Digital and Social Media Management:** Oversee the development and maintenance of the church's digital and social media presence. Implement data-driven strategies to increase engagement and reach online audiences.

**Content Creation:** Develop and curate engaging and inspiring content, including articles, videos, graphics, and more, to share the church's stories and initiatives.

**Crisis Communication:** Develop and implement crisis communication plans, including drafting official statements and managing responses to sensitive issues.

**Fundraising and Development Support:** Collaborate with the executive leadership team to create fundraising materials and campaigns that support the denomination's financial stability and growth (as it relates to funding Convening General Conference and other special projects outside connectional funding).

**Oversight Areas and Responsibilities:** The Executive Communications Director will have oversight of the following areas:

- a. Visual art direction / visual branding
- b. All social media platforms
- c. Video development and management
- d. Website development and management
- e. E-newsletter communications
- f. Management of 2-4 fulltime / halftime writers
- g. Video production and photography vendors / staff

**Qualifications:**

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field
- Master's degree in the same or related fields preferred.
- A minimum of 7 years professional experience in communications and marketing, with a proven track record of successful leadership.
- Experience working in a non-profit or religious organization, or mainline Protestant denomination is highly desirable.
- Familiarity with Methodist Church polity is highly desirable.
- Exceptional written and verbal communication skills, with the ability to convey complex ideas in a clear and compelling manner.
- Proficiency in digital marketing, social media platforms, and content management systems including tracking, reporting, and systems integrations.
- Strong strategic thinking, project management, and problem-solving abilities.
- High moral standards and a commitment to the GMC's mission and values.

**How to Apply:** Interested candidates should submit a resume with at least three professional references, and a cover letter outlining their relevant experience and qualifications and that answers this question: "What are your spiritual gifts, and how do you use them as a communications professional?" to [kboyette@globalmethodist.org](mailto:kboyette@globalmethodist.org) by **Friday, December 1, 2023, 8:00 pm U.S. Eastern Time.**

Applications without a cover letter will not be considered. Applications received by **Friday, December 1, 2023, 8:00 pm U.S. Eastern Time**, will be given priority but applications will be received until the position is filled.

Compensation commensurate with experience.

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