

## **Director of Communications Job Description**

**Reports To:** Senior Pastor

**Position Purpose:** The Director of Communications is responsible for directing and implementing strategic internal and external communications that consistently articulate and advance Union Church's vision and mission. The Director of Communications will be a creative strategic thinker and impact-oriented team collaborator who can deliver outcomes, tools, plans and messaging. The Director of Communications will develop a strategic communications plan for the Church and s/he will lead and participate in the execution of that plan.

### **Essential Job Functions:**

- Communications Strategy, Vision and Leadership
- Develop and implement an integrated, organisation-wide strategic communications plan to engage all segments of our Union Church congregation, broaden awareness of the Church, support ministry leaders, and strengthen Union Church's brand identity across key stakeholder audiences
- Create a brand/marketing/public relations strategy to increase brand awareness of and promote Union Church as a spiritual home and welcoming and diverse caring community
- Identify challenges and emerging issues faced by the Church. Work with the board and staff to recognise internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them
- Oversee the development and use of the Union Church brand and branding
- Lead the communications and PR workstream for Union Church's Grace of Giving campaign and develop targeted communications related to the church's return to its Kennedy Road site
- Prepare Missions-related communications to promote awareness of and engagement with our Union Church programmes and those of Union Church's missions partners
- Oversee Union Church surveys and associated communication plans and implementation of improvements
- Develop communications targeted at the church's alumni network
- Oversee, or execute as needed, all copy intended for internal and public consumption to ensure its alignment with the strategic communications plan and brand messaging
- Oversee, or execute as needed, the development of all print and branded materials
- Oversee, or execute as needed, the development of electronic communications, including Union Church's website, weekly electronic newsletter and other digital communications
- Develop a social media strategy, curate content, and increase audience engagement on Union Church's social media channels
- Cultivate selected media opportunities as appropriate, and prepare talking points, speeches, presentations and other supporting material as needed
- Serve as lead point person on media interactions that help promote and/or impact the Church and actively cultivate and manage press relationships
- Manage crisis communications, as needed

- Manage graphic design and collaborate with AV team and contractors
- Manage relationships with any communications related vendors or consultants
- Recruit, manage and mentor a communications support team, relying exclusively on existing staff, board, intern and volunteer talent, to support the development and execution of the communications strategy if needed
- Promote a culture of high performance and continuous improvement that values learning, a commitment to quality, and data analytics to guide improvement

## **Qualifications**

- MBA or advanced degree in Communications, Marketing or related field
- 10+ years' experience in a communications role
- A heart for the church, a mature relationship with Jesus and a desire to disciple and encourage others
- Experience managing and executing across multiple communications media
- Strong written and verbal communication skills with an eye for detail
- Experience with Microsoft Office Suite, WordPress content management system (CMS), other marketing, communication and management systems; experience of Adobe Creative Suite a plus
- Experience of web, mail-blast, and social media analytics
- Willing to execute day to day tasks and work independently
- Must be a team player, capable of working well with others
- Strong entrepreneurial work ethic and a desire to "get the job done"
- Ability to work effectively with all segments of the Church community
- Ability to prioritise and follow through to achieve targeted outcomes

This position is salaried, commensurate with experience.

To apply, please submit a resume and cover letter to [hr@unionchurchhk.org](mailto:hr@unionchurchhk.org)