

**January 2018**

**Position Description  
Communications Manager  
Foundry United Methodist Church**

Reports to: Director of Hospitality and Congregational Care  
Status: Full Time Exempt

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The Communications Manager is a vital member of the staff of Foundry United Methodist Church, a large downtown Washington DC church whose diverse, ecumenical congregation and tradition of leadership in the community date to 1814. The Church Communications Manager embraces Foundry's core values, among them a belief in Christ and His teachings, the commandment to serve others and to act and speak for the powerless, a compelling desire for diversity and full inclusion of all God's children in the life of the church, and the critical nature of curiosity and intellectual honesty as we discern God's path for us.

The Communications Manager is responsible for creating, implementing and overseeing the church's communications, both within our community and to the wider world. The Communications Manager collaborates with program staff, Clergy, volunteers, and vendors (when utilized) to disseminate information and events to a wide church community, in addition to generating and executing promotion campaigns tailored for particular target demographics. Through these initiatives, the Communications Manager, staff, and volunteer ministry teams can together strongly promote Foundry's mission to "Love God. Love each other. Change the world".

**Essential Functions**

1. Establishes and maintains relationships with program staff, clergy, vendors, and volunteer ministry teams, including the Strategic Communications Ministry Team (SCMT). The Communications Manager, through these collaborations, is responsible for creating well-understood processes and a regular flow of timely, accurate, clear and consistent information within the Foundry community and to external audiences. The Communications Manager creates or edits and manages all of Foundry's printed or electronic communications.

2. Manages the creation, design, and production of bulletins for worship services and special events based on supporting materials from Foundry staff. Weekly bulletins contain the worship guide, programming day agenda, schedule of upcoming events, promotional pieces, and news of the church's ministries. Ensures production of the required quantity of bulletins in a timely manner.
3. Produces Foundry email distribution via constant contact. This includes:
  - a. A weekly e-mail of program updates and/or special events.
  - b. A monthly collaboration and distribution of *The Forge* (the Foundry Newsletter), and,
  - c. Creation and distribution of supplementary mass emails as needed.
4. Serves as Webmaster for [www.FoundryUMC.org](http://www.FoundryUMC.org), generating web content (including pages with custom URLs, recurring promotional graphics and text), text/image content submitted by staff and ministry teams, and updating the homepage to reflect current events and programs. Creates and shares integrated marketing graphics (e.g. Facebook/Twitter versions of a webpage header graphic). Coordinates with SCMT, staff, and vendors to develop a new website.
5. Manages and posts to Foundry's social media accounts. Communicates information regarding the church, its mission and activities to targeted audiences through social media, e.g. blogs, Facebook, Twitter, Instagram, and other emerging platforms.
6. Designs and places ads in local newspapers, including the Washington Post, the Blade, and Dupont Current, in advance of special events.
7. Makes accessible online weekly worship and sermon recordings, titles and scriptures. This includes publishing and storage of video and audio-podcasts of services, sermon transcripts, and backup of media files of all communications (bulletins, ads, graphics, etc.). Provides copies of such materials to Foundry's History and Archives Committee for the church's historical record.

8. Ensures that all communications (both within the Foundry community and/or public-facing) adhere to Foundry's non-discriminatory language policy, and achieves high quality design, style, images, and content.
9. Creates and maintain two separate calendars:
  - a. A widget-friendly, platform-agnostic, public-facing calendar of ministry and worship events, and
  - b. A communications calendar that lays out anticipated annual events of the church to be highlighted through various means of communication outlets.
10. Develops and manages the annual communications/marketing budget.
11. Meets monthly one-on-one with each program director to coordinate communication veins and initiatives.
12. Periodically analyzes the effectiveness of Foundry's communications initiatives and reports findings to staff members, the SCMT and other ministry teams, and concerned congregants. Serves as equipping staff member to the SCMT, taking advantage of the volunteer talent, creativity, experience and commitment within the team.

## **Core Competencies**

Experience as a communications specialist that has demonstrated an ability to manage a communications program utilizing the full range contemporary communications methods and techniques.

- Mastery of Adobe Creative Suite (InDesign, Adobe Bridge, Photoshop), Microsoft Office and Microsoft 365, and major social media platforms
- Advanced proficiency with Constant Contact, Drupal, and ACS.
- Basic understanding and ability to code using HTML, CSS, and JavaScript

- Aptitude for learning and mastering new technology/web tools as they arise.
- Exemplary verbal and written communications skills. Able to communicate clearly and professionally to a diverse group of individuals.
- Excellent time management and multitasking skills. Able to manage multiple large, detailed projects on short deadlines.
- Evidence reflecting a pattern of professional behavior and a tendency to be a self-starter and team player.
- Commitment to Foundry's Core Values and Mission