

## MARKETING COMMUNICATIONS DIRECTOR

### Principal Focus

As the chief communications strategist, the Marketing and Communications Director will lead and provide strategic oversight for Church-wide marketing and communications. This position oversees the marketing and communication of the Church's brand and message through various media to ensure accurate, creative, and consistent tone, look, voice, and delivery. The position works in collaboration with ministry leaders to develop a comprehensive communications strategy, which includes marketing/communications for PR, content marketing, digital marketing, social media, electronic newsletters, and print materials.

The Marketing and Communications Director works with staff and laity to capture the life changing stories happening within the lives of Hennepin attenders and utilizes multiple mediums to communicate these stories as a means of relating Hennepin's mission to make disciples of Jesus Christ for the transformation of the world.

### Regular Duties

1. Act as the primary strategist for communications and communications marketing efforts for Hennepin Avenue United Methodist Church
2. Accountable as senior editor and executive producer for all Church communications activities
3. Provide innovative consultation on best communications practices
4. Media supervision
5. Event set-up supervision
6. Provide communications support for staff
7. Quality assurance supervision
8. Other duties as assigned

### Credentials and Experience

The communications director must exhibit evidence of developed vocational identity through:

1. Minimum of 7 years in journalism, public relations, mass media field required
2. Bachelor's degree in communication or related field required
3. Supervisory experience

**Supervisory responsibilities:** Communications and IT Specialist and other employed or contracted persons assigned

**Accountability:** This position is supervised by the Lead Pastor

This is a part-time, 24-hour / week, exempt position.

*If interested, please submit a cover letter and resume to [employment@haumc.org](mailto:employment@haumc.org).*