

## **Job Description: Communications Director**

### **Media Relations**

As Director, your objective is to raise public awareness of our church—its members, its mission, and its message; work to get church activities and events noted in the media; and help to get the church's views included in the news adequately and accurately.

To do this effectively, Director will coordinate:

1. Reporting church activities to local radio, television, and newspapers by submitting news releases and public service announcements, arranging for interviews, writing letters to the editor on matters of concern to the church, writing or assigning feature stories or columns, arranging for photo coverage of congregational activities or events, and serving as a source of information for public media representatives. Look for opportunities, story ideas, and current issues that concern your church and community. Seek to become personally acquainted with newspaper editors, broadcast assignment editors, religion reporters, and community relations personnel. Develop initial contacts with press kits, nurture contacts with phone calls, and follow up contacts with hand-written note cards.

### **News and Information**

It's vital to keep church members informed about upcoming activities, and equally important to share church news with conference communication directors and the larger Adventist family. To do this effectively, Director will coordinate:

1. Assisting Church Newsletter Editor in writing articles for church newsletter which is published monthly.
2. Submit articles and photos to conference communication director for conference newsletters or sections in union papers.
3. Maintain an attractive bulletin board in the church lobby highlighting church activities, news, photos, and developments.

### **Appropriate Spiritual Gifts:**

1. Writing
2. Organization

### **Time Commitment:**

The Communications Director will need to devote at least 2-3 hours per month to inform the church/community/conference of church activities.