Job Description
DIRECTOR OF COMMUNICATIONS
Section on Communications

To Apply: www.unitedmethodistwomen.org

About Us:
United Methodist Women - National Organization is the policy-making body that manages and oversees the programs and projects of United Methodist Women (UMW). We accomplish this by equipping women and girls around the world to be leaders in communities, agencies, workplaces, governments and churches and to advocate for the oppressed and dispossessed with special attention to the needs of women and children. UMW builds supportive communities among women; engages in activities that foster growth in the Christian faith, mission education, and Christian social involvement, while working for justice through compassionate service and advocacy to change unfair policies and systems while providing educational experiences that lead to personal change in order to transform the world.

About UMW Communications
The UMW Communications Team is a diverse group of professionals who are responsible for the creation and distribution of publications to meet the needs of our worldwide members. Our team members and freelancers have experience working in advertising, e-commerce and magazine and book publishing. The Communications department publishes Prayer Calendar, Handbook 2013-2016, UMW News, Annual Report, Call to Prayer & Self Denial, Major and Planned Giving, and Guidelines to Women’s Ministry (Book & CD).

Position: Director of Communications
Department: Section on Communications
Supervisor: General Secretary/Chief Executive Officer
Hours: 9:00am – 5:00pm (Monday - Friday)
Location: 475 Riverside Drive, 15th Floor, New York, NY 10015
Travel Required: Travel outside New York City is required.
                        Travel outside the United States may be necessary.
                        Amount of travel varies depending on program and/or invitations accepted.
                        Weekend and evening meetings are frequently required.
Overtime Eligible: No
Status: F/T Exempt
Bargaining Unit Position: No
Salary Level: 17 - Director

Summary of Responsibilities
The Director of Communications’ primary function is to lead a team that collaborates with colleagues across the agency to guide the brand, tell the stories, provide resources for engagement and amplify the voices of United Methodist Women members. He/she typically follows a business model in the coordination and preparation of company publications and articles by confirming artwork, verifying facts, and giving final approval. Makes sure all work follows editorial policies and standards. A certain degree of creativity and latitude is required. The Director of Communications defines, designs and implements communications strategy and programs within the organization while working closely with various business departments to ensure messages are delivered clearly and effectively. Oversees development of all UMW print communications including Response, Spiritual Growth and Mission Studies, The Prayer Calendar, The UMW Annual Report, marketing collateral materials and electronic communications including UMW’s Nonprofit's website and new media; manage relationships with associated vendors.

United Methodist Women is an Equal Opportunity Employer and actively encourages candidates of diverse backgrounds (men and women) to apply for employment. Applicants must meet the minimum requirements in terms of qualifications. An equivalent combination of education and experience will be considered unless specifically stated otherwise. This position description is a guide to the primary duties and functions of the job, not an all-inclusive list of responsibilities, qualifications, physical demands and work environment conditions. Position descriptions are reviewed and may be revised to meet the changing needs of United Methodist Women at the sole discretion of management.
**Essential Job Functions** (other related duties may be assigned):

1. Support the GS/CEO in developing and managing PR opportunities.
   a. Assist GS/CEO in developing messaging, making connections and coordinating schedules.
   b. Identify opportunities to bring the voice of laywomen of faith to the public discourse.
   c. Develop presentation and messaging skills among key staff and PAG (Program Advisory Group) members.
   d. Work with colleagues to nurture and build alliances with ecumenical and issue/program partners.
   e. Develop and implement an integrated strategic communications plan to advance UMW’s brand identity; broaden awareness of our programs and priorities; and increase the visibility of our programs across membership audiences.
   f. Assist in creating marketing/public relations strategy that will allow UMW leadership to cultivate and enhance meaningful relationships with members and external audiences which may include media and donors.
   g. Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
   h. Serve as communications counselor to UMW leadership.
   i. Assist in prioritizing media opportunities, preparing talking points, speeches, presentations and other supporting material as needed.

2. Organize the work of the national communications office using the outcomes and issue areas:
   a. Identify common strains around the strategic objectives and issue areas and develop a plan that would guide the day to day work of the national communications office.
   b. Develop and manage information release of the work of the national office among staff, members, the UMC, our strategic partners and secular media and the wider world.
   c. Develop and coordinate staff and PAG members’ initiative around understanding the UMW brand.
   d. Train staff and PAG members to identify and tell the stories in their work.

3. Direct and Manage Publishing, warehousing and distribution of all printed material.
   a. Oversee and manage policies, processes and work SOP’s to insure maximum efficiency and economies for the national office.
   b. Work toward continuous member facing improvement with contracted organizations and individuals.
   c. Work with PBD staff to manage inventory and cost to protect UMW mission giving.
   d. Develop and maintain customer service standards that adapt to UMW members.
   e. Work with SPR’s to develop training tools, timelines for ordering and returns and scheduled check in meetings.
   f. Ensure inventory controls, print triggers are in place and observed.
   g. Ensure production timelines/deadlines are met.
   h. Ensure production costs are competitive.
   i. Evaluate order processes to limit cost.

4. Team Development and Management:
   a. Work with Ops Manager to insure smooth process, effective timelines and budgeting controls.
   b. Work with individual staff to give regularly scheduled consistent feedback to improve work process and culture.
   c. Work with individual staff to identify personal short and long-term goals and then identify training opportunities to get there.
   d. Create and maintain budgets for communications and response magazine.
   e. Identify opportunities to adjust and refine communications process of working with national staff and members across the organization.
   f. Recruit and manage a communications team to support the development and execution of the communications strategy.
   g. Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
   h. Mentor and develop staff using a supportive and collaborative approach on a consistent basis.
   i. Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and administer salary adjustments.

5. Develop, implement and assess a communication plan that provides direction for promotional materials, marketing strategies and events. Develop evaluative tools to monitor the effectiveness of the communication plan and the use of UMW resources.

6. Other related duties as assigned by the General Secretary/CEO.

**Supervisory Responsibility**
The Director of Communications has direct supervisory responsibility for the following positions: Creative Director, Operations Manager, Administrative Secretary, *response* Editor, and Program Resource Editor.

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**Team Participation**
This position may be requested to participate on special projects and/or events planning team. Participation in these circumstances is factored into the overall evaluation of performance.

**Necessary Skills**
Managing Processes, Supervisory Skills, Strong Organization, Prioritizing and Multitasking Skills, Professionalism, Persuasive, Problem Solving/Troubleshooting, Strong Verbal/Written Communication Capability, Organization Skills, Attention to Detail, PC Proficiency, Typing, Productivity, Dependability and Initiative.

**Special Consideration**
This position requires contact on a regular basis with individuals and groups which are not part of the church’s official structure. This work has an integrity which United Methodist Women respects as part of its work. In all areas of United Methodist Women’s ministry, confidentiality in relationships must be respected.

**Work Activities and Critical Competencies**

- **Communicating with Supervisors, Peers, or Subordinates** — Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.

- **Interacting with Computers** — Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.

- **Performing Administrative Activities** — Performing day-to-day administrative tasks such as maintaining information files and processing paperwork.

- **Retrieving Information** — Observing, receiving, and otherwise obtaining information from all relevant sources.

- **Establishing and Maintaining Interpersonal Relationships** — Developing constructive and cooperative working relationships with others, and maintaining them over time.

- **Communicating with Persons Outside the Organization** — Communicating with people outside the organization, professionally representing the organization to members, the public, and other external sources.

- **Organizing, Planning, Anticipating and Prioritizing Work** — Developing specific goals and plans to prioritize, organize, and accomplish associated work.

- **Documenting/Recording Confidential Information** — Entering, transcribing, recording, storing, or maintaining information in written or electronic/magnetic form. Maintaining confidential information.

- **Identifying Objects, Actions, and Events** — Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events.

- **Action-Oriented** — Understands, displays and encourages a sense of commitment to meeting deadlines and achieving results and devotes resources to “what is important now.”

- **Communication** — Demonstrates effective verbal and written communication. Communicates effectively with staff, member/students, and other departments across the organization. Listens to others to ensure understanding and contributes meaningful information during meetings.

- **Integrity and Ethics** — Consistently demonstrates integrity and ethical behavior congruent with UMW’s values of integrity, excellence, service, and stewardship in all transactions and relationships.

- **Planning/Organizing** — Prioritizes and plans work activities and uses time efficiently. Organizes or schedules tasks and develops realistic action plans.

- **Professionalism** — Approaches others in a professional manner. Reacts well under pressure and always treats others with respect and consideration regardless of their status or position. Accepts responsibility for own actions and follows through on commitments. Demonstrates commitment to continuous improvement of processes, procedures, and policies. Copes effectively with change and is comfortable working with uncertainty.

- **Member Oriented** — Interacts cooperatively and constructively with members and exhibits the highest standards of dedication and commitment to quality service to meet or exceed member requirements.

- **Teamwork** — Contributes to building a positive team spirit by placing success of team above own interest. Supports other staff in their efforts towards a completed project.
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**Director of Communications - Section on Marketing, Publishing and Communications**

**Qualifications:**
Minimum of a Bachelor’s degree in Communications/Journalism or related field with 4(+) years of print/media experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and/or directories required. An advanced degree is preferred. Proven experience in building, managing, mentoring and coaching a team of deadline-driven communications specialists using excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills. Extensive successful writing and editing experience with a variety of print and online communications media. Demonstrated business experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals with a demonstrated knowledge of project management principles. Ability to plan short and long-term strategies for developing and implementing an annual budget. A demonstrated understanding of print, digital media, video platforms, integrating the strengths and opportunities of each to maximize distribution and uptake of UMW’s message. Innovative thinker, with a track record for translating strategic thinking into action plans and output. Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, UMW’s Board of Directors and staff. Exhibited high-level proficiency in the English language both written and verbal, a passion for UMW’s mission and a sense of humor.

**Performance Measurement**
Specific measures of satisfactory performance, both objective and subjective, will be developed in consultation with the Human Resources Director, the General Secretary in harmony with United Methodist Women’s mission, cultural principles, and annual leadership priorities. This document will be the primary basis of future performance reviews and continuance in the role of Director of Communications.

**Legend (Acronyms)**
- PAG: Program Advisory Group
- SOP: Standard Operating Procedures
- PBD: Professional Book Distributors (the warehousing, distribution, print brokering and E-store management company for all UMW mission resources)
- GS: General Secretary
- SPR: Secretary for Program Resources