

Communications Ministry Team
Ministry Council of the Cumberland Presbyterian Church

Title: Team Leader

Status: Full-time

Accountable to: Director of Ministries

Purpose: Manage and coordinate all communications activities for the Ministry Council (MC). Create and manage proactive, efficient, and effective initiatives that develop, evaluate, and execute communications strategies to advance MC programs. Develop the MC brand through interactive marketing, publications, and social media management, etc.

Responsibilities

Leadership and Management

- Lead and manage development, implementation, and execution of an annual Communications Plan with emphasis on evangelism and environmental stewardship that aligns goals with the MC's overall objectives.
- Develop MC communication strategies, including the development and implementation of branding and all internal and external communications, both print and electronic. Work closely and directly with Director of Ministries to determine strategic communications vision and implementation. Oversee MC internet strategy and manage evolution of alternative media strategy, including but not limited to blogs, social networking sites, etc.
- Help guide MC elected members and staff to publicly apply and express our corporate faith through our shared ministries (events, publications, presentations, etc.) helping to ensure that these include an intentional awareness of what effect these ministries can have on the church-at-large, giving particular consideration to the effect these ministries can have on both international and cross-cultural congregations and mission efforts.
- Direct development of a sustainable MC communications standard. Direct development and implementation of marketing strategies to support increased MC brand awareness across online and print channels.
- Manage the Communications Ministry Team (CMT) budget to accurately forecast requirements and to target throughout the fiscal year. Adjust the budget as changes in the scope of activities warrant. Periodically review budget status with the CMT, the Global Ministries Leadership Team (GMLT), and Director of Ministries.
- Lead and manage CMT staff to improve project management capabilities and enhance professional development. Coach staff to ensure adherence to production deadlines. Ensure staff roles and responsibilities are clear, comprehensive, and focus sharply on achieving team objectives.
- Work with elected team members (volunteers) to develop and execute effective communications strategies.
- Build and sustain relationships among staff and elected members to encourage support of MC programs.
- Provide analytical resources to support identification, evaluation, and prioritization of capital equipment investments (technology), program development, and new program opportunities.
- Establish and maintain working relationships with presbyteries and congregations to provide information related to technology innovations.

- Plan and help facilitate educational experiences for congregations that help them to learn and use communications technologies to support their ministries (e.g., online worship/Sunday school classes, eblasts and phone trees) and assist congregations in developing online giving (PayPal, Square, Venmo, others).
- Develop concepts, initiatives, and projects using appropriate communications technologies (both new and existing) to help the MC and its Ministry Teams to effectively and efficiently serve their constituencies, pointing them to appropriate resources, tools, and vendors for specific tech support needs.
- In collaboration with GMLT, identify and procure new revenue streams to support MC programs and resources.
- Provide oversight of web services and social media, identifying technical support resources to assist MC staff. Coordinate ongoing development of the MC's website, to sustain functionality and accessibility. In collaboration with Team Leaders and Director of Ministries, ensure MC website reflects branding and current content.
- Manage subscriptions to web-based software tools, website plugins and components. Oversee efficient and timely web management and productivity platform management related to Office 365, OneDrive, and Microsoft Teams. Implement MC communications policies, including MC identity standards, emergency, and disaster planning.
- Provide consultation and training for volunteers to ensure effective local implementation of communications initiatives.

Administration

- Allocate available funds according to approved budgets.
- Help to facilitate development of MC budget that includes all Ministry Teams and Administration in collaboration with GMLT. Supervise CMT staff and CMT-related website/IT vendors. Represent CMT at Ministry Council, General Assembly, and other meetings, as necessary.
- Administer procedural matters according to the policies of the General Assembly and MC.
- Function as a GMLT member, with whatever responsibilities and assignments that might entail.
- Function as a MC staff member, with whatever responsibilities and assignments that might entail, including other duties as assigned.

Experience and Educational Requirements

- Minimum of a Bachelor's degree or equivalent from an accredited college, university, or technical school, as well as evidence of a commitment to continuing education.
- Minimum five years management experience.
- Demonstrated proficiency with Office 365, OneDrive, MS Teams, InDesign, WordPress, HTML5, css, php, sql, and commercial CDNs is essential; working knowledge of JavaScript is a plus; practical experience with social media platforms (Facebook, Twitter, Instagram, Pinterest, etc.) required; familiarity with audio and video production software desired (experience in same a plus.)

Special Characteristics

- Visionary, creative thinker
- Excellent project management skills
- Patience in working with those for whom technology is not a familiar tool
- Articulate communicator, both verbally and written
- Highly self-motivated and able to work alone and with the team
- Able to maintain confidentiality
- Possess a positive attitude toward the Cumberland Presbyterian denomination

Special Requirements

- Prefer an active member of the Cumberland Presbyterian Church or Cumberland Presbyterian Church in America but may be an active member of another reformed Protestant denomination.
- Understand the history, polity, and doctrine of the Cumberland Presbyterian denomination with a working knowledge of its institutions, practices, and judicatories.
- Be committed to enhancing and furthering the ministries of the denomination.
- Be aware of and have an appreciation for the fact that we are part of an ecumenical family.
- Possess excellent interpersonal and technology skills.
- Be committed to the global nature of the Cumberland Presbyterian Church.
- Promote and participate in leadership development and continuing education.
- Work actively with team members, assigning specific areas of focus to each.
- Willing and able to travel frequently, meeting with presbyteries, committees, boards, church camps, etc. This may include overnight travel.
- Work involves Saturdays and Sundays when scheduled as part of regular duties.

Special Working Conditions

- Team Leader will maintain an office in the Cumberland Presbyterian Center, Cordova, TN.
- Terms of employment, other than salary, will be detailed in the MC Personnel Handbook made available at the time of employment. These terms include all benefits, such as Personal Time Off (PTO), health insurance, office hours, etc.
- Salary will be determined at the time of employment and will be set forth in a memorandum confirming employment.