

South Atlantic Conference of Seventh-day Adventists
JOB DESCRIPTION

POSITION TITLE: Communication Director

FT/PT: Full-time (40++ per week; will include some evenings and weekends)

CLASSIFICATION: Exempt (paid monthly)

REPORTS TO: Conference President and Administration

FUNCTION: The Communication Director is entrusted with managing the Conference's internal and external communications. This multifaceted role encompasses public relations, planning and training, internal church communication, advertising, promotion, and media ministry, as well as overseeing special projects. It demands a combination of strategic thinking and hands-on execution.

ATTIRE: Business casual (or what is determined as the dress code by the organization)

SALARY RANGE: \$5,085 - \$ 5,961/month (depending on years of experience and educational preparation)

RESPONSIBILITY AND DUTIES:

Public Relations

- Represent the conference during crisis communication situations.
- Monitor social conversations and media mentions.
- Respond to telephone calls, emails, and social media messages.
- Provide strategic communication support to conference administration.

Visioning & Training

- Offer communication coaching to conference leaders, pastors, principals, department leaders, and communication volunteers.
- Empower local church and school communicators.
- Stay updated on industry trends and developments.

Internal Church Communication

- Produce engaging written and visual content for various platforms.
- Manage social media and data analytics.
- Submit monthly articles to the Southern Tidings that are submitted from the churches and schools.
- Send out via email conference highlights monthly that are submitted from the churches and schools.
- Share news and announcements with local church and school communicators.
- Provide event reporting and photo coverage.
- Oversee the conference website.

Advertising and Promotion

- Create promotional materials for conference events, offerings, and projects.
- Promote conference events through various channels.
- Ensure design continuity and branding for conference departments.

Media Ministry

- Supervise media ministry production in studio management, event staging, lighting, and streaming, audio-video setup.

Knowledge, Skills, and Aptitude Requirements:

- Bachelor's in communications or equivalent experience.
- Demonstrated leadership experience.
- Strong interpersonal and problem-solving skills.
- Excellent written, visual, and verbal communication.
- Experience with Final Cut Pro/Adobe Premiere or equivalent programs, MS Office, and Internet-based applications.
- Familiarity with design software (e.g., Photoshop, InDesign, Illustrator) or equivalent software
- Above-average knowledge of various social media platforms, including Instagram, Twitter, Facebook, Snapchat, TikTok, etc.
- Sets up, adjusts, and operates audio/visual equipment such as cameras, sound, and video equipment.
- Operates and maintains sound and vision recording, mixing, and production equipment.
- Capture and record footage and video clips.
- Edits the content to ensure logical sequencing.
- Assists in media productions.
- Creativity, attention to detail, multitasking, and customer service.
- Ability to work independently and under pressure.
- Discretion in handling confidential information.
- Deadline-oriented, both independently and in a team.
- Flexibility to work evenings, weekends, or beyond regular hours as needed.

Physical Requirements

The role involves mobility in various environments. Physical abilities required include reading, speaking, hearing, reaching, climbing, grasping, and lifting items weighing up to 40 lbs. above your head (audio speakers on speaker stands). Travel within the South Atlantic Conference territory is necessary, with varying conditions. Transporting conference equipment and knowledge of setting up audio and video systems and operating equipment is required.

Other Requirements

- Active Seventh-day Adventist member.
- Exceptional interpersonal skills and a professional Christian image are essential.
- Loyalty and support for the Adventist Church, South Atlantic Conference, and supervisors are paramount.
- Available for frequent travel, specifically to the campground in Orangeburg, SC.
- Perform other tasks as assigned and agreed upon.