

**SUSQUEHANNA CONFERENCE  
POSITION DESCRIPTION  
DIRECTOR OF COMMUNICATIONS/MEDIA MINISTRY**

**Position Title:** Director of Communications/Media Ministry

**Classification:** Full-time; Exempt (Supervisory/Professional Staff)

**Purpose:** Working within the mission/vision of the Susquehanna Annual Conference and Connectional Ministries, this person will facilitate the Susquehanna Annual Conference's use of effective communication tools, techniques and technology to fulfill its mission, vision and ministry.

**Objective:** Plan, organize, direct, evaluate and supervise a comprehensive Conference communications ministry that will assist the Annual Conference and local churches in their mission and vision.

**Accountability:** The Director of Communications is directly accountable to and works under the supervision and direction of the Director of Connectional Ministries, with additional accountability to the Resident Bishop of the Harrisburg Area, Susquehanna Conference.

**Primary responsibilities:**

1. Basic Functions
  - a. Develop, organize, implement and guide the communication strategy for the Susquehanna Conference using all communication vehicles, including print, website, interactive online content, social media sites and external messaging
  - b. Oversee and implement the communication of news and information from the Susquehanna Conference and the larger United Methodist Church, modeling a climate of understanding, trust and open communication within the conference and among its churches
  - c. Provide resources and methods to help local churches use communication tools to grow their churches and reach more diverse people, more young people and those not associated with church so that they make many disciples of Jesus Christ for the transformation of the world
  - d. Serve as the primary spokesperson with all external news media and oversee the conference's crisis communication response
  - e. Work with staff and volunteers to develop resources utilizing the Conference media studio
2. Staff Supervision and Team Support
  - a. Lead and equip the communications staff; supervising, evaluating and hiring in cooperation with the Director of Connectional Ministries
  - b. Work cooperatively and strategically with the Executive Staff, IT staff and Cabinet
  - c. Serves as a member of conference committees and other duties as assigned by the Director of Connectional Ministries
3. Internal Communication
  - a. Oversee the creation, production and distribution of official conference media which is culturally relevant and mission-focused.
  - b. Assist conference leaders in interpreting the conference Plan for Funding Ministry
  - c. Assist the Resident Bishop in communicating the purpose and vision of the General Church and the Susquehanna Conference
  - d. Assist in appropriate preparation and communication functions for sessions of Annual Conference

4. External Communications
  - a. Lead the conference in developing effective relationships with the news media within the Annual Conference; guide and serve with the Resident Bishop, as the primary Conference spokesperson with the news media
  - b. Provide leadership through a crisis response strategy to all levels of the Annual Conference and public media outlets
  - c. Provide the connectional relationship between the Annual Conference and United Methodist Communications
  
5. Training and Support
  - a. Provide training and support for Annual Conference, districts, and local church leaders in using new and emerging technologies as tools for ministry including effective communication practices and strategies
  - b. Attend and participate in continuing education events to further develop skills as a communicator, leader and supervisor of staff

**Qualifications:**

1. Experience and Background
  - a. Knowledge of current and emerging media venues including the use of studio equipment
  - b. Commitment to diversity and inclusion regarding culture, race, ethnicity, gender, theology
  - c. Proven experience in leading and managing change
  - d. Excellent communication skills through speaking, writing, listening and presenting
  - e. Strong leadership and organizational skills
  - f. Ability to work both independently and collaboratively
  
2. Education
  - a. Bachelor's degree in communications or related field and/or demonstrated experience in communications, mass media, journalism or related areas
  - b. While not essential, communication experiences in The United Methodist Church would be extremely helpful
  
3. Theological Understandings
  - a. Demonstrates an active faith with a Christian faith community and call to this ministry
  - b. Willingness and ability to support the vision, mission, core values, and polity of the United Methodist Church and the Susquehanna Annual Conference
  - c. Knowledge of, willingness and ability to work within the structure and polity of the United Methodist Church
  - d. Be willing, able, and supportive of the diversity of theological positions within the United Methodist Church
  
4. Other Essential Functions
  - a. Strong interpersonal skills and ability to work with a team in order to implement the work of the Annual Conference
  - b. Ability and commitment to work some weekend and evening hours
  - c. Willingness to travel both within and beyond the Susquehanna Annual Conference
  - d. Must be able to pass required background checks

**PLEASE SEND RESUME AND/OR FOR MORE INFORMATION CONTACT:  
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303 MULBERRY DR., MECHANICSBURG, PA 17050; [TSALSGIVER@SUSUMC.ORG](mailto:TSALSGIVER@SUSUMC.ORG); 717.766.7441**

**DEADLINE IS MAY 31, 2017**