



STRATEGIC DIRECTOR OF COMMUNICATIONS

Department: Communications

Reports To: Executive Director of Operations

Hours/Week: 40 hours/week

FLSA Status: Non-Exempt

Schedule: Sunday-Thursday, some evenings and weekends

Job Class: Director

Benefit Eligibility: Full-time benefited

Location: UPC Main Campus

Pay Range: \$80,000 to \$90,000

SUMMARY

The UPC mission is: We are a family of communities joining Jesus to transform our lives and the lives of neighbors at the University of Washington, in our neighborhoods, and all around the world.

If you're a visionary and strategic communications leader who can creatively translate mission into clear and compelling opportunities for engagement, this role could be a great fit.

We seek a leader who will bring fresh perspectives to the communications team and inspire excellence in those around them. Vision, creativity, strategy, energy, flexibility, professionalism, and a deep investment in our mission will be the hallmarks of a successful leader in this significant role.

At a high level, this role will:

- Unify and align all channels of communication.
- Partner with ministries to help them better reach and engage specific audiences.
- Develop world-class content by leveraging the voice and influence of our senior pastor.
- Ensure regular analysis of digital analytics and continual improvement of communication strategies.

RESPONSIBILITIES

- Attends department and UPC staff meetings: Devotions, Lunch, TouchPoint, etc.
 - Participates in corporate worship at UPC. Be a welcoming presence:
 - Greet guests and make introductions to members.
 - Actively engage in hospitality.
 - Supervision:
 - Schedule regular 1:1 meetings with direct reports.
 - Provide coaching to ensure growth of staff in individual areas.
 - Conduct annual staff reviews.
- Construct internal and external communication strategies for UPC and ministry.
- Lead cross-functional teams to develop campaign concepts and directives for high level promotions, including creative direction/copy writing/social media/digital strategy etc.
- Work with Executive leadership on medium and long-range messaging.
- Develop a holistic digital outreach strategy; from first click-to-participation
- Provide strong leadership for the Communications staff, developing a cohesive and professional team who work collaboratively and creatively to produce omni-channel marketing and digital tools that effectively communicate UPC's mission.
- Create clear pathways and guidelines for staff, elders, congregants, and community members to access Communications resources and services.
- Ownership for UPC website, working collaboratively to ensure website is actively advancing UPC's mission and strategic priorities.
- Ensure a high level of quality, innovation, and branding in all internal and external communications, including timely production of all deliverables.
- Solid stewardship of budget and resources through analytics and measurements.
- Cultivate collaborative working relationships with UPC staff members, elders, lay leaders, and congregants through active involvement with staff and congregation.
- Invite and equip the UPC community to use their gifts in ministry, including the ministry of communications, by engaging congregants as writers, videographers, and more.
- Other duties as assigned.

QUALIFICATIONS

- Deep and growing faith in Jesus Christ and a theology consistent with the mission of UPC. Has read and understood the [Essential Tenets](#) and agree to support them in the work you do at UPC.

- Strong organizational skills, ability to set team priorities and manage multiple projects. Comfortable meeting deadlines, thoughtful about utilizing resources and can lead a team to deliver good work under time constraints.
- Critical, out-of-the-box thinker who is client-service oriented, flexible and funny (yes, sense of humor required).
- Strong bias for action.
- Demonstrated ability to collaboratively strategize communication initiatives and priorities. Works well with team members.
- Demonstrated excellent verbal and written communication skills.
- Familiarity with church or non-profit environments, preferred.
- Cross-cultural competency and awareness.
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook, Teams)
- An understanding for Elementor (WordPress)
- Process-oriented including the ability to juggle details amidst big picture vision, preferred.

PHYSICAL REQUIREMENTS

- Physical ability to walk stairs, work on feet or sit for extended time, and lift 20 pounds.
- Specific vision abilities required by this job include close vision, peripheral vision, depth perception, and ability to adjust focus.
- This job regularly requires ability to sit, use hands to handle or feel, and talk and hear.
- Energy and enthusiasm for a varied work schedule (some late nights/early mornings), including Sundays.

OTHER

Position required to be on-site Sundays from 7am – 1pm.

TO APPLY

Please complete an [application for employment](#).