



# CHRISTIAN RECORD

SERVICES FOR THE BLIND

**Job Title:** Director  
**Department:** Communication  
**Wage Scale:** 90 – 103% per denominational scale

**Supervisor:** President  
**Schedule:** Full-time  
**Date:** July 1, 2019

## Prerequisite

- Be an active, enthusiastic member of a local Seventh-day Adventist Church

## Primary Responsibilities

- Create an integrated communication and marketing strategy to help Christian Record administration and Board leadership cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media, public officials, donors, and key influencers
- Maintain brand integrity and increase brand identity across all audiences, in collaboration with administration
- Develop and create Annual Offering project that includes video, supporting documents, social media, advertising, and additional initiatives in collaboration with development director
- Promote services and programs to the Seventh-day Adventist Church, community and interdenominational audiences through all mediums (analog and digital) including publications, radio, television, Internet, social media, camp meetings, and conventions
- Collaborate with other departments in the promotion and communication of initiatives, programs, and public events such as EYE Run, Zoo Buds, and other membership drives
- Continue to develop and coordinate implementation of Christian Record's Style Guide using Associated Press (AP) as foundation, across all departments and all internal and external communication outlets
- Participate in the development of, and approve all, new print and branded materials. Oversee or execute as needed all copy intended for public consumption to ensure its alignment with the strategic communication plan and for consistent brand voice
- Collaborate with development director to launch synergistic online fundraising initiatives
- Respond to media relations inquiries and opportunities
- Maintain Christian Record's website.
- Create and monitor electronic communications, including bi-monthly newsletter and other electronic communications; increase social media presence and engagement
- Monitor communication analytics and report regularly to administration of challenges and emerging issues faced by organization. Work with the Board, administration, and staff to recognize

internal and external communication opportunities and solutions, and define and execute appropriate strategies to support them

### **Responsibilities, Additional**

- Help other staff members prepare for workshops, training events, guest speaker engagements, and other events to ensure all communications are accurate and
- Work with administration and Safety Committee to maintain Emergency Response Information documents and appropriate protocols
- Oversee media relations in times of crisis
- Respond to or route messages from general voicemail and info email address
- Oversee preservation of historical documents, current and historical photos and slides, and museum displays
- Other duties as assigned

### **Education/Experience**

- At least five years denominational experience preferred
- Strong foundation of English grammar required demonstrated in writing skills
- Adobe Creative Suite experience and proficiency required
- Bachelor's degree in communication preferred
- Demonstrated computer skills necessary for position