

**Director of Connections**  
**Full Time Salaried**  
**Troy United Methodist Church (TUMC)**

[www.troyumc.org](http://www.troyumc.org)

Revised September 17, 2018

**Primary Purpose:** To provide “Connect” ministry oversight through strategic administration and communication processes and platforms to fulfill TUMC’s mission of inviting people on a journey with Jesus.

**Personal Responsibility:** To model the life of a growing follower of Jesus (in accordance with TUMC's membership covenant) that positively represents Jesus, TUMC, and the broader United Methodist Church.

**Professional Responsibility:** To effectively administer church and community connections primarily through communication, marketing, and oversight of special events to carry out the vision of the TUMC.

**Primary Responsibilities:**

➤ **Connect the Church and Community to TUMC Ministries through Communications & Marketing**

- Work with staff/pastors/leadership to develop communication strategies and processes that define priorities and create an environment in which messages can be communicated clearly, creatively, and effectively
- Create, integrate, post, and revise all social media content on behalf of TUMC (Facebook, Twitter, Instagram etc.)
- Write content for communication including church website, bulletin inserts, church signage, and other publications as the voice of TUMC
- Adapt/edit written text from staff/pastors/ministry leaders to match the medium in which it is being presented (bulletin, insert, website, video announcement, signage, social media, e-Reach, Reach Newsletter, etc.)
- Stay current with creative communication strategies, technological trends, and communication platforms; look for opportunities to streamline communication processes for effectiveness
- Develop and implement an approved marketing plan by working with vendors and managing that portion of the budget

➤ **Oversee the Church Database & Assimilation Process**

- Become an expert of TUMC’s information database (Realm) and train staff/leaders as needed
- Oversee and administer TUMC's assimilation process (from first contact with TUMC → to first time attender → to member)
  - Update church database (Realm) and Constant Contact to connect attenders with our staff/programs (also process membership transfers, enter baptisms and deaths in Realm). Keep track of "Connections"

pathway in Realm.

- Attend and coordinate needs for On Ramp & Membership Classes

➤ **Oversee Special Events at Troy UMC**

- Be the primary staff person responsible for successful implementation of all special events at TUMC (this may involve coordinating some special events or training and supporting staff or volunteer leaders as they coordinate an event).
- Supervise the kitchen support staff (hire, fire, schedule, etc)

➤ **Staff Responsibilities**

- Attend all work staff meetings (weekly) and retreats as well as full staff meetings (monthly) and retreats
- Hold regular office hours
- Be a team player willing to carry one's fair share in terms of time, energy, prayer, and resources

Because of the nature and overall importance of this position, it can be expected that tasks or projects not included in this job description will likely arise and be assigned as needed by the supervisor.

**Supervision:** The Director of Connections reports directly to the Senior Pastor and is accountable to the Staff-Parish Team.

**Time Commitment:** Full time (35 hours/week)