

Assistant Communication Director

Roles: Graphic Designer/Webmaster (65%), Assistant Director (35%)

Job Descriptions:

The Assistant Director of Communication will assist in the development and execution of all internal and external marketing and informational communications for the Southwestern Union Conference. This role serves a broad range of ministries and individuals and will provide high levels of project management, relationship management, strategic thinking, and project execution. This role supports the role of the Director of Communication/Editor and the Associate Director of Communication/Managing Editor and the functions of the Record Suite.

The Assistant Director of Communication also fulfills the roles of Graphic Designer and Webmaster. The Graphic Designer skillfully combines the use of technology and aesthetic skill to create appealing and appropriate graphic communications for clients of the Southwestern Union Communication Department. The Webmaster is responsible for the content management systems of the Southwestern Union website and Record website, as well as their social media counterparts, ensuring timely, effective and visually appealing digital graphics and content.

Graphic Designer Role Responsibilities:

- Tasked with the bimonthly design and corresponding file production of the Record magazine according to the high standards of quality and specific Adventist values of the Southwestern Union.
- Manages marketing projects for departmental programs and events. Develops project timeline and maintains relationships with departmental directors.
- Provides graphics, printed material, and other products for various entities within the Southwestern Union at the request of the Communication Director.
- Maintains digital asset library for communication department use in an organized and accessible manner according to specified protocol.
- Maintains high level of design skills, quality and productivity.

Webmaster Role Responsibilities:

- Maintains the websites of the Southwestern Union according to protocol.
- Provides web support to Southwestern Union personnel.
- Guides web content development using best SEO practices.
- Monitors website analytics and provides reports regularly to the Communication Director.
- Supervises current digital channels and advises regarding new digital trends and programs.

Assistant Director Responsibilities:

- Assists with the development and implementation of strategies and action plans for the Communication Department.
- Upholds and supports the vision for Southwestern Union Communication Department.
- Establishes and maintains an effective working relationship with conference communication personnel.
- Collaborates on North American Division Communication initiatives with other union communication teams.
- Serves as a member of the North American Division Communication Advisory and attends biannual advisory meetings.
- Supports North American Division Society of Communicators initiatives.
- Collaborates on special projects as requested by the Southwestern Union administration, under the direction of departmental director.
- Assists with training, mentoring, and supervising Southwestern Adventist Universities students completing practicums.
- Maintains print/digital archives.
- Serves on Southwestern Union Social Committee and other committees as requested by the administration.
- Performs writing and editing tasks as assigned by the departmental director and/or associate director.
- Assists with the development of multimedia projects for Southwestern Union presentations, including video.
- Serves on Southwestern Union's crisis communication team and participates in periodic crisis communication training.
- Serves as a member of the Southwestern Union ministries team and provides input, direction, and the creation of advertising and promotional materials for its activities.
- Provides input regarding the strategy, development, and production of social media campaigns and the online supporter base, in collaboration with the director and associate director.
- Manages and monitors social media and digital accounts as assigned by the departmental director and/or associate director.
- Serves as staff photographer; takes photographs at executive committee meetings, Southwestern Union training sessions and other events, keeps staff photos updated, and performs other necessary photography functions, both in-house and in the field.
- When assigned, conducts communication training workshops for communication partners in areas of expertise.
- Builds and maintains strong working relationships with Southwestern Union personnel, conference personnel, members and others.
- Assists with creating and maintaining a consistent brand for the Southwestern Union, under the direction of the departmental director.

- Assists in creating and maintaining a working environment for successful teamwork. Is a team player.
- Assists with the planning and execution of Southwestern Union departmental council meetings.
- Stays apprised of and maintains communication best practices and the latest technologies. This includes attending periodic off-site training seminars.
- Occasional travel is required.

Record Responsibilities:

- Supports the strategic communication plan for the Record Suite.
- Designs the Record magazine and Record Suite assets.
- Assists with the production of the bimonthly Record magazine.
- Maintains working relationship with printer on matters related to uploading digital print files and print quality.
- Writes and edits content for the magazine as needed.
- Maintains an updated design standard/style guide for the magazine.
- Maintains Record website and publishes the Record digital edition and eNewsletter.
- Archives Record magazine files according to specified protocol.

Position Qualifications:

- Bachelor's degree at an accredited college or university
- 3-5 years of relevant experience
- Strong graphic designer with proven results
- Strong communication skills, both written and oral
- Strong writing and editing skills
- Social media management skills
- Ability to establish and maintain effective working relationships
- Excellent attention to detail and deadlines
- Excellent project management and organizational skills
- Ability to manage and prioritize multiple projects simultaneously
- Skilled in Microsoft Office and Adobe Creative Cloud applications
- Must have an expressed commitment to Jesus Christ, and adhere to the teachings and mission of the Seventh-day Adventist Church, must be a Seventh-day Adventist member in good and regular standing, and must desire to serve in a cooperative, spiritually redemptive, and soul-winning atmosphere.

Typical Physical Demands and Working Conditions:

Requires sitting, standing, bending, and reaching. May require lifting up to 30 pounds. Requires manual dexterity sufficient to operate standard office machines as well as standard communication equipment such as cameras and audio/visual equipment. Must be able to operate an automobile and climb stairs without assistance. Requires normal range of hearing and vision.