

## **JOB DESCRIPTION** | *United Methodist Higher Education Foundation (Nashville, TN)*

**POSITION:** Communications/Public Relations Coordinator (Full-Time)

**SUPERVISORY RELATIONSHIP:** Reports directly to the President/CEO

**SUMMARY:** The Communications/Public Relations Coordinator will maintain, build, and improve communication efforts in order to support the vision and purpose of the United Methodist Higher Education Foundation.

### **SKILL REQUIREMENTS:**

1. Minimum of three years related work experience.
2. A dynamic individual with commitment to the mission and ministry of the United Methodist Higher Education Foundation and a working knowledge of the organization and structure of The United Methodist Church, its agencies, organizations, and institutions.
3. Excellent written and oral communication skills mandatory; writing or journalism background beneficial.
4. Comprehensive knowledge of communication strategy and processes; print and digital media; and tools and technology, to include, but not limited to, writing, photography, graphic design, print production (digital and offset), word processing, web, e-mail and social media.
5. Highly proficient with Adobe Creative Cloud programs, Microsoft Word, Outlook.
6. Good knowledge of WordPress, Microsoft Excel, PowerPoint.
7. Demonstrate problem solving skills.
8. Strong organizational skills and ability to work with staff and outside vendors.
9. Commitment to teamwork and leadership.

### **RESPONSIBILITIES:**

1. Oversee strategy for communicating Foundation's vision and mission to constituents.
2. Manage Foundation's brand integrity (per Brand & Style Guides).
3. Design and execute production of Foundation's print and digital collateral to explain and promote the mission and ministry of the Foundation.
4. Write, edit, and proofread Foundation's collateral for news outlets, publications, etc.
5. Manage Foundation's social media channels; including Facebook, Twitter, Instagram, etc.
6. Evaluate and update website and develop strategy for ongoing improvements and maintenance.
7. Work alongside Development Officer to design, write, and produce donor appeal campaigns.
8. Work alongside Development Officer to create and implement annual marketing calendar.
9. Act as liaison between Foundation and vendors as related to communications/marketing needs.
10. Oversee and implement e-mail lists and campaigns, including monthly e-newsletter.
11. Connect with UMHEF scholars for features/updates in collateral.
12. Track and translate web and social media analytics, adjusting strategy as needed.
13. Act as public relations point person for external communications with conference foundations, partnering agencies, schools, media outlets, etc.
14. Manage Communications and Public Relations annual budget.
15. Serve as staff liaison to the Communications-Public Relations Committee and travel, as necessary, to staff meetings.
16. Develop and maintain communications database.
17. Provide communications support to Foundation staff and Board of Trustees, as needed.
18. Monitor general email account for Foundation, replying or forwarding to appropriate staff.
19. Work in database (Raiser's Edge) to run reports, compile mailing lists, track appeals, etc.
20. Develop/implement processes for improving the visibility of the Foundation with appropriate entities and travel, as necessary, to accomplish goals.
21. Other duties that may be assigned from time to time.

**HOW TO APPLY:** Send your resume and link to online graphic design portfolio, if available, to Bob Fletcher at [bfletcher@umhef.org](mailto:bfletcher@umhef.org).