Rocky Mountain Conference United Church of Christ
Manager of Communications and Database Systems
Position Description

Position Summary:
Overall responsibility for developing communications to convey the Rocky Mountain Conference's (RMC) mission, vision, projects, and stories of accomplishment to all member clergy and churches in the RMC, as well as the congregations and communities they serve. This includes managing the format and content of the Conference website and social media, direct messaging formats including email, newsletters, and special announcements, and promoting the works of the Conference to media outlets. Manages assigned internal database systems including directories, Google applications used by the Conference, UCC DataHub and yearbook data, and implementing an e-filing standardized taxonomy for the Conference. Reports to the Conference Minister.

Education / Experience and Skills;
- A Bachelor's degree or equivalent experience in Communications, English, Marketing, Journalism, or related field.
- A minimum of three years of experience in communications relevant to this position, preferably in non-profit sector.
- Demonstrated written and verbal communications and teamwork skills.
- Experience in software applications for document management, event management and presentations, graphic design, video editing, and web design. Applications used include Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier Pro), Wordpress, MailChimp, Google apps, DreamHost, Zoom, and PowerPoint.
- Knowledge of and appreciation for the United Church of Christ and its missions.
- A proven history of value-creating initiative, leadership, and self-motivation.
- Ability to present professionally and work collaboratively in a team-based environment with a minimum of supervision.

Specific Responsibilities:
- **Content Management and Marketing** - Develop and distribute key communications that capture the life, ministry, and outreach of the Conference and its churches; gather and promote programs, events, and relevant information from the national UCC; track Conference calendar, publicize events to appropriate target groups, and seek out and tell the stories of Spirit moving in our Conference.

- **External Website Management** - Manage, update, enhance, and monitor the Conference's website(s). Responsibilities include:
  o Writing and posting relevant and fresh – even edgy – content;
  o Optimizing website prominence with popular search engines;
  o Defining, managing, and regularly upgrading site navigation, content, usability, interaction, and links while maintaining consistent branding and image standards;
  o Watching emerging web trends to recommend sites/investments for impact;
  o Using analytic tools to monitor and measure trends in site usage.

- **Social Media and Group Organization** - Develop and publish content to highlight the Conference's ministry, outreach, and activities. Raise the Conference's visibility and outreach through posting to website blogs, Facebook, Twitter, Instagram,

Pinterest, LinkedIn, and emerging channels. Initiate conversations, engage threads, and monitor the Conference's reputation in social media, UCC.org news, and traditional news media and publications.

- **Direct Messaging** - Manage email communications for online newsletters, Conference communications, and special announcements. Use third-party email automation systems to publish content, and use analytic tools to measure response rates. Manage the use of text messaging for external communications, including compliance with applicable laws and regulations. Evaluate and recommend service providers, manage subscriber lists, and coordinate delivery of branded content. Maintain accurate, up-to-date contact and directory information on Conference churches, pastors, volunteers, and friends.

- **Data Analysis, Assessment, and Reporting** - In the interest of realizing our Vision, research, analyze, and communicate data to inform the design and implementation of programs, initiatives, and specific requests.

- **Database System Management & Technology –** Manages software and hardware used by the Conference staff including troubleshooting and maintenance of existing systems. Manages internal data systems including directories, Google applications used by the Conference, UCC DataHub, and yearbook data; implement an e-filing standardized taxonomy for the Conference. Provides oversight for staff data input.

- **Conference Church support –** Provide communications and/or technology training and support to churches and their leaders.

- **Other Projects as assigned**

Work Expectations:
This is a full-time, salaried, employment-at-will position with a fun and fast-working team based at 1140 W 5th Avenue in Denver. The position offers paid vacation, holidays, and insurance / annuity benefits. Salary commensurate with experience.

To Apply:
Send letter of interest, resume, and salary expectations by Saturday, Nov. 24, 2018 to rmcforward2024@gmail.com. Phone and in-person interviews will take place in December for a mid-January 2019 start date.

This document does not create an employment contract, implied or otherwise,
other than an "at will" employment relationship.