



JOB DESCRIPTION

Communications Director

START: July 1, 2026

LOCATION: The primary work location is the EMM office at 450 N Prince St, Lancaster. Occasional local travel is required.

AUTHORITY (COLLABORATIVE, SERVING LEADERSHIP):

The communications director functions with authority from the Advancement Director.

RESOURCES FOR THE JOB

Resources delegated to the communications director include

1. Personal compensation and benefits package: FTE: 100% Level: 7
2. Budgeted amounts for Communication projects and products.
3. Additional training as needed.

LIMITATIONS OF AUTHORITY

The limitations of authority for the communications director are determined by:

1. applicable civil laws - except those in contradiction to the Gospel
2. executive limitations policies (Cf: Board Policy Manual)
3. CAO employee handbook and all worker information manuals
4. the organization's strategic plans and priorities
5. limitations specific to the Communications Director position (departmental budget limitations)

RESPONSIBILITY (OVERVIEW)

The primary responsibility of the communications director is to direct the vision and production of EMM communications.

AREAS OF RESPONSIBILITY

1. Along with the advancement director, design, implement, and evaluate overall media strategy, ensuring it represents EMM's priorities and vision. E (*see key at end of document)
2. Envision, plan, and oversee the writing of all corporate media, including brochures, magazines, website, and social media. E
3. Work from a broad mandate, defining direction from analysis of EMM's vision and current issues. E
4. Develop communication and marketing plans for EMM public events.

**EASTERN MENNONITE MISSIONS (717)
898-2251**

The information in this job description is intended to illustrate responsibilities and pertinent qualities for the assignment. This position description does not imply a contract.

KEY

E = Essential functions — Key components of the job; what an individual needs to do to fulfill the requirements of the position.

O = Other functions — Job functions that others can do; areas where there is greater possibility of making reasonable accommodation (as per ADA).

5. Supervise the digital communications coordinator, meeting with her/him regularly. Monitor workload, productivity, attitudes, and relationships. E
6. Lead in setting the direction of Messenger, EMM's monthly publication, considering how it may best serve EMM's vision and mission. E
 - a. Brainstorm and plan Messenger themes/content, with special attention to EMM's vision and involvement, as well as the concerns of the constituency. E
 - b. Design each issue's look and layout to match the theme and content. E
 - c. Edit and proof content for accuracy, clarity, and style, aligning with EMM's communication style. E
7. Develop strong relationships with office staff, field workers, and the constituency to shape EMM communications, recognizing and negotiating the complex and controversial issues within missions. E
8. Maintain an appropriate use of corporate language as defined in EMM core documents. Use language consistently to promote an EMM identity.
9. Write, edit, and proofread articles, news releases, letters, promotional pieces, website updates, and other EMM media. Ensure that content is appropriate and helpful. E
10. Develop and maintain a consistent organizational brand in all communications. E
11. Maintain organization-wide text style standards, including the Style Manual, and serve as a resource on matters of grammar and style. E
12. Maintain guidelines and implement public media restrictions on workers who live in sensitive locations. E
13. Other duties as requested by the advancement director. E
14. When budget priorities allow: travel at least once every two years to a field location, building relationships, gathering story ideas and photos. O

EXPECTATIONS OF RESPONSIBILITY

The expectations of the responsibility of the communications director are expressed above along with the organization's strategic plans, priorities and goals (reviewed annually with the supervisor), and the operating and financial budget.

The communications director is expected to display the organizational values expressed in *Christ's Transforming Love* of obedience, well-being, and multiplication as well as the relationship values of affirmation, involvement, and servant leadership with CAO staff, with volunteers, with program participants, with partner churches, and with other stakeholders.

A. MINISTRY COMMITMENTS

- Participation in team devotions/prayer times. E
- Displaying a Christ-centered life. E
- Participate in chapel and annual prayer and fasting days (according to FTE). E
- Commit to integrate prayer into normal day-to-day work responsibilities. E
- Take the Launch intensive training and the Kairos course within two years of starting employment at EMM. E

B. CHURCH AFFILIATION

- Active member in a Christ-centered, mission-minded congregation with a preference for Anabaptist communities. E

C. ATTENDANCE AT EVENTS

- Attend EMM corporate events and most sessions of LMC's Assembly or other main primary events where EMM has a significant presence. E
- This position requires attendance at regional events. E

D. TRAVEL

- Occasional local travel is required. E
- This position requires a current driver's license and good driving record. E
- When budget priorities allow: travel at least once every two years to a field location, building relationships, gathering story ideas and photos. O

E. PHYSICAL

- This person should be able to lift and transport 25 pounds for short distances. E
- This position requires that a person have sight and hearing. E

ACCOUNTABILITY

A. SUPERVISION/ACCOUNTABILITY

- The communications director will be supervised by and accountable to the advancement director for performance and for compliance with the limitations of authority and expectations of responsibility.
- Accountability is mutual; the advancement director is accountable to the communications director for providing the authorization, resources, affirmation, involvement, and servant leadership required for the successful realization of the communications director position responsibility.
- The communications director will supervise digital communications coordinator
 - The supervision will involve monitoring workload, assigning tasks, and giving parameters for completing assignments.

B. WORKING RELATIONSHIPS

This person will be part of the Advancement Team and will be working with: Advancement team staff, other CAO staff, and field personnel.

QUALIFICATIONS

A. JOB EXPERIENCE

- This position requires:
 - more than three years' experience. E
 - knowledge of and experience with communications media. E

B. EDUCATION

- The position being considered requires a college degree in English, communications, or related field. E

C. LANGUAGE SKILLS

- This position requires fluency in speaking, writing, and reading English. E

D. CROSS-CULTURAL EXPERIENCE

- This position requires six months' to two years' experience in another country/culture or extensive travel. E

E. BASIC EXPERIENCES AND SKILLS

- Writing and editing skills. E
- Ability to coordinate several periodicals/projects simultaneously. E
- Able to work under minimal supervision, defining parameters for role based on broad direction. E

F. PERSONALITY AND PERSONAL STRENGTHS

- Detail-oriented. E
- Good public communicator. E
- Sensitive and/or diplomatic in communication. E
- High capacity to develop and articulate vision. E
- Ability to develop strategy. E
- Capacity to release others to care for details and implementation. E
- Able to make decisions that impact a broader group of people. E
- Skilled in both listening (drawing others out) and expression (sharing personal perspectives) for collaboration. E
- Assess and respond appropriately to situations of conflict. E