

THE AFRICAN METHODIST EPISCOPAL ZION CHURCH
GENERAL OFFICER JOB DESCRIPTION
Chief Communications Officer

Position Title:

Chief Communications Officer

Classification:

Exempt

Salary Range:

Determined by Connectional Budget Department's predefined range.

Reports to:

Chairman of and Administrative Board of Communications

General Description:

Summary/Objective

Responsible for the management of the A.M.E. Zion Church brand and public relations aspect within the A.M.E. Zion Church. The Chief Communications Officer will build and sustain the Church's reputation for quality worship, reliable ministry, and church integrity. The Chief Communications Officer will write and deliver press releases and handle all communication sent to the public. In addition, the Chief Communications Officer will.

Essential Functions:

- Determines communications strategy and execute programs to deliver communications objectives including:
 - Develop communication strategies for delivery of corporate culture and business strategy.
 - Manage media relations and maximize media opportunities.
 - Develop strong relationships with media reps.
 - Create and launch press releases and marketing campaigns.
 - Contact members of the media to set up interviews with Bishops.
 - Get Church featured on radio, TV, or the Internet.
 - Ensure that all opportunities for the Bishops are fully vetted.
- Supervise Managing Editor in their efforts to oversee the Church publications including
 - Star of Zion
 - Church School Literature (content supervised by Christian Education Department)
 - Missionary Seer (content supervised by Global Missions)
 - A.M.E. Zion Quarterly review
- Manage Church brand across publications and social media presence including:
 - Create rich and creative content that is optimized for search engines
 - Develop and implement the Church's social media strategy
- Manage the national conventions from conception by the department through to reflective review of the event.

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- Provide planning assistance to the Annual Conferences in planning their local meetings advising them on site selection, pricing and payment terms, program development etc.???

Qualifications and Competencies: *(Educational, Work Experience)*

SPIRITUAL MATURITY AND VITALITY

Must meet all the biblical qualifications for church leadership. They will need seasoned faith and maturity as demonstrated by many years of consistent and faithful Christian living and service.

PERSONAL MATURITY AND MINISTRY-CONGRUENT CHARACTER

Must be emotionally healthy, resilient, constructive, and wise, demonstrating the personal qualities that mark strong leadership and durability. They will require strong interpersonal skills and should be recognized as a servant-leader, be outgoing and friendly.

FAMILY ALIGNMENT

It is essential that the General Officer be able to balance wisely the responsibilities of home and work.

MINISTRY CALLING AND GIFTING

Should be able to verbalize a sense of God-given calling to vocation. They must have gifts that are strategic to the fulfillment of the position description: leadership, administration, and teaching.

Communications experience with multiple stakeholder groups. Early experience may include journalism, work in a public relations agency or an MBA-type background in strategy or business development. In addition, the CCO will need comprehensive knowledge of current literature and best practices in public relations, marketing, communications, community relations and public affairs.