


Job Opening		 United Methodist communications
A General Agency of the United Methodist Church		
Position Title: Public Relations Specialist	Level: "Level 12"	
	Exemption Status: Exempt	
Reports To (Title): Director, Public Information	Team: Public Information Team	Date: November 20, 2008

Basic Purpose:
This section describes the position's basic purpose or mission.
This position communicates with the public and United Methodist constituents using various media channels (print, radio, TV, digital). Assists with developing story angles and pitches and secures editorial placements. Assists with the development of global public relations projects and communications plans. Leads in the development of a myriad of communications materials for the agency.

Essential Job Functions:		
This section describes up to six major elements of the job, listed in order of importance. The description includes <u>what</u> is done, <u>why</u> it is done and an estimate of the total working <u>time</u> the incumbent spends on each task.		
Essential Job Function	% of Time	
1.	Creates and pitches story angles to the press to generate media interest in the ministries of The United Methodist Church in local, regional, U.S. and international media arenas, including print, broadcast and Internet.	15%
2.	Writes news releases and other promotional and interpretive materials that are used to build a positive image of The United Methodist Church and create awareness, both to internal audiences and the secular and religious news media.	10%
3.	Assists in the development and execution of global public relations projects and development of communication plans including outlining and developing creative strategies for key launches and campaigns.	20%
4.	Identifies and develops strategies and programs to expand coverage and drive web traffic using digital media and online/web-based activities (blogging, podcasting, RSS, social networks, search engine optimization, webcasting, social bookmarking, etc.).	25%
5.	Plans and directs development and communication of information to promote favorable perceptions of the organization's accomplishments, products and services. Assists in promotion of United Methodist Communications' services, products and Web site. Partners with web and marketing teams to develop proactive strategies to drive awareness and site traffic.	25%
6.	Responds to requests for information from the media or designates another appropriate spokesperson or information source.	5%

Major Accountabilities:	
This section describes the major accountabilities for the position. An accountability statement has a "bottom-line" orientation that often will encompass several essential job functions as listed above.	
1.	Pitching story angles to generate media interest in the ministries of The United Methodist Church.
2.	Writing news releases and other promotional and interpretive materials.
3.	Assisting with global public relations projects and communications plans.
4.	Partnering with web ministry and marketing to develop proactive public relations strategies.

Job Standards: This section describes the minimum knowledge, skills and abilities needed to perform the essential job functions.	
Education What is the minimum level of formal education required?	Bachelor's degree in journalism, public relations, mass communications or equivalent experience. (4)
Other Specialized Knowledge What other training and/or certification are necessary?	Skills in Microsoft Word, Outlook and a strong background in Internet use are needed. An understanding of communication strategy development and strategic planning are needed. Must be able to plan and organize work with little supervision. Verbal and written communications skills and creativity are a must. Previous experience with digital media, marketing, or working at a PR agency is preferred. Knowledge of The United Methodist Church would be helpful.
Experience What kind and how much previous experience are needed?	Two years in public relations, media relations, public affairs, or a combination thereof. (2)
Learning Period How long would it take a new employee to learn the job?	Six months
Work Schedule	8:00 am – 4:30 pm, Monday – Friday Some weekend hours and travel required.

Applicant Information: All resumes must be post marked by the closing date.	
Apply to:	<p>UMCom/Human Resources P. O. Box 320 (810-12th Ave. S., Nash. 37203) Nashville, TN 37202-0320 Phone: 615-742-5137 Fax: 615-742-5428 Email: hr@umcom.org</p> <p>To apply please provide the following: Three (3) Letters of Reference, Resume and Application Form Required (Request application via email or in writing.)</p>
External Posting Dates:	November 20 – December 22, 2008
Closing Date:	December 22, 2008 All resumes must be post marked by the closing date.
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