



Position announcement: DIRECTOR, COMMUNICATIONS

The Seamen's Church Institute | seamenschurch.org

The **Director of Communications** serves as a member of SCI's senior management team to deepen stakeholder engagement; promote a unified brand and image for the organization and safeguard brand integrity; ensure that outreach efforts support core messages and identity; develop traditional and emerging communication tools; expand the organization's visibility through press and public relations; and strengthen internal information sharing.

S/he serves as a subject-matter expert and communications leader for departments within SCI, completing other projects as assigned. This full-time position reports to SCI's President & Executive Director, working in close collaboration with SCI's Director of Development.

Duties and responsibilities:

- Develops, implements and evaluates the annual communications plan in collaboration with the SCI Development Team and department heads, seeking to raise SCI's brand profile among maritime, church and philanthropic constituencies
- Leads the generation of content that engages various audience segments and leads to measurable actions
- Manages the development, distribution and maintenance of all traditional and digital media campaigns and resources
- Serves as senior strategist, staff coach and screening agent responsible for SCI's social media presence
- Coordinates website strategy, evolution and maintenance, ensuring new and consistent information (article links, stories, and events) posted regularly
- Participates in fundraising events, from planning and publicizing to on-the-ground support
- Collaborates with SCI archivists regarding website digital preservation
- Tests, tracks and measures the level of engagement and effectiveness of communication activities and over time adjusts tactics as necessary
- Manages all media contacts
- Advises SCI's President & Executive Director and senior management team regarding emerging digital trends and their strategic implications for engaging mariners, trustees, donors and other stakeholders

The ideal candidate works collaboratively and brings significant tactical, design and user-experience skills to the position. S/he has outstanding oral, writing, organizational, motivational and interpersonal skills and is proficient in Adobe Creative Cloud products (specifically, InDesign, Illustrator, and Photoshop). Experience in website design or redevelopment is a plus. S/he respects the religious values and cross-cultural realities that drive maritime ministry, while exhibiting the agility and emotional intelligence that contribute to a healthy work culture. A bachelor's degree and 8+ years of increasingly responsible nonprofit communications experience, or an equivalent combination of education and experience, is required.

The position is based at SCI's Manhattan headquarters with regular visits to SCI's Port Newark facility and occasional trips to other sites. Salary is competitive and commensurate with experience. Benefits include medical/dental insurance, matching 403(b) plan and 30 days of PTO per year.

Interested candidates should email a resume and links to an e-portfolio with relevant content to:

humanresources@seamenschurch.org