



50 Broadway
26th Floor
New York, NY 10004

212.349.9090

sci@seamenschurch.org
seamenschurch.org

DIRECTOR, COMMUNICATIONS

The Seamen's Church Institute (SCI) is North America's largest mariners' service agency with an annual operating budget in excess of \$6 million. Founded in 1834, SCI provides pastoral care services, maritime education and training, and mariner advocacy for the workers who transport billions of tons of cargo each year across the world's oceans and along our nation's inland waterways.

Summary

Oversees SCI's external and internal communications, media and public relations, and marketing of services with the goal of deepening stakeholder engagement through telling SCI's story in a compelling manner to a wide audience; promoting a consistent brand and image for the organization; serving as a subject-matter expert and communications leader for all departments within SCI, and completing other projects as assigned. This full-time position reports to SCI's Executive Director, working in close collaboration with SCI's Director of Development, as well as with SCI's mission area Directors for Mariner Advocacy, Maritime Education, and Chaplaincy/Pastoral Care.

Duties and Responsibilities

Communications:

- Create and implement a diverse communications strategy and program
- Evaluate and implement an effective communications portfolio, both external and internal-facing
- Expand SCI's data-driven social media and electronic presence
- Design a program that includes a "toolkit" for SCI colleagues, including "elevator speech" and talking points for staff
- Create an outreach communications program for the President & Executive Director
- Expand and distribute collateral materials for all communications, and establish a style guide
- Conduct an audit of current publications, e.g., The Lookout, The Knit Before Christmas, The Masthead, and Annual Report

Media & Public Relations:

- Oversee and expand current coverage and visibility in the press
- Develop and cultivate all contacts with press and media outlets
- Regularly communicate with news outlets
- Research and cultivate PR contacts throughout all sectors of the industry

Marketing:

- Create and implement a thorough marketing plan for the Center for Maritime Education (CME) and other SCI programs including, but not limited to:
- Ad placement in industry publications
- Articles in relevant publications
- Placement in electronic media
- Coordinate relationship-building with key current and potential partners
- Evaluate and structure SCI presence at industry events

Essential Skills, Abilities and Requirements

The ideal candidate is an enterprising self-starter who works collaboratively, bringing significant tactical, design, and user-experience skills to the position, and demonstrating outstanding oral, writing, organizational, motivational, and interpersonal skills. The candidate 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 6+ years of increasingly responsible experience in journalism, communications or PR, or an equivalent



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This full-time position will be remote with the option of workspace at SCI's New York City headquarters when the office reopens post-COVID. The position will require occasional visits to our NYC, Port Newark, Paducah KY, and Houston TX facilities and other travel. SCI offers a competitive salary, generous paid leave, comprehensive insurance options and matching 403(b) retirement savings plan.

Qualified candidates should contact SCI's Director of Human Resources at HR@seamenschurch.org