

Position Posting

The General Commission on Religion and Race



Position Title:
Team Leader for Communications and Media Relations

Level:
15/16 (\$75,500 – \$80,000)

Reports To (Title): **General Secretary**

Department:
Communications

Posting Date:
October 26, 2009

Basic Purpose: This section describes the position's basic purpose or mission.

The Communications and Media Relations Team Leader will develop, implement and monitor strategic communications, brand management, and public relations in order to raise the profile of GCORR as an authority in the areas of anti-racism, diversity and multiculturalism. This position is responsible for the development of a brand for GCORR recognizable inside and outside of the church.

The Team Leader for Communications will assist the board and staff in communicating effectively on blogs and in other social media. The Team Leader will manage a team of media specialists, both in house and free lance with responsibility for expanding the brand and message of GCORR to new markets. Create strategies for building new partnerships with and among whites to dismantle racism.

This position is responsible for creating a plan for the use of multimedia for education, study and advocacy to further discussions on issues of racism, diversity and multiculturalism.

Essential Job Functions: This section describes up to six major elements of the job, listed in order of importance. The description includes what is done, why it is done and an estimate of the total working time the incumbent spends on each task.

Essential Job Function	% of Time
1. Provide strategic oversight of GCORR media relations, writing of news releases, articles, speeches and presentations. Serve as chief press secretary, spokesperson and strategic communications advisor.	15%
2. Serve as strategic brand manager to create, train and ensure brand standards throughout GCORR. Work to present all products, services, events, signage and communication pieces are in a focused creative and consistent manner across all platforms, electronic and print to ensure brand consistency. Track brand performance.	20%
3. Develop on line social networks, list serves and wiki pages to enhance dialogue for the purposes of strengthening skills of multicultural leaders.	15%
4. Develop and maintain partnerships with a wide variety of staff levels and functions across the denomination and in related organizations to ensure GCORR is a premier resource on multiculturalism and anti-racism.	10%
5. Manage and supervise the GCORR communications staff, interns and volunteers. Contract free lance writers and consultants.	20%
6. Partner with GCORR staff in developing resources for advocacy, monitoring and the GCORR website.	20%

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.	Must deliver value-creating programs, on time and within budget.
2.	Responsible for meeting deadlines and keeping lines of communications open with church and other partners on racism resourcing.
3.	Must create a variety of interactive and study resources with staff on advocacy issues of concern to GCORR.
4.	Responsible for staying current and knowledgeable in technology of communications.
5.	

Job Standards: This section describes the minimum knowledge, skills and abilities needed to perform the essential job functions.

<p><u>Education</u> What is the minimum level of formal education required?</p>	<p>Bachelors degree in related field, Masters degree preferred</p>
<p><u>Other Specialized Knowledge</u> What other training and/or certification are necessary?</p>	<p>Experience in electronic media, print and news a plus. Ability to manage and motivate productivity of a team.</p>
<p><u>Experience</u> What kind and how much previous experience are needed?</p>	<p>Minimum of 7 - 9 years experience in research or related field. Must have the ability to rely on experience and judgment to plan and accomplish goals. Ability to perform a variety of complicated tasks with a wide degree of creativity and latitude. Will need the ability to build networks and collaborative partnerships in order to fulfill job responsibilities. Will need to lead and direct the work of others.</p>
<p><u>Learning Period</u> How long would it take a new employee to learn the job?</p>	<p>Ability to travel domestically and internationally for up to 40%. Fluent in English, second language a plus 6 months to 1 year learning period</p>