

JOB DESCRIPTION

NORTH PACIFIC UNION CONFERENCE OF SEVENTH-DAY ADVENTISTS

Job Title: Associate Director

Department: Communication

Name:

Category: Exempt

Wage Range: Based on Experience

Supervisor: Heidi Baumgartner

Date Written: November 6, 2024

Supervisor's Title: Director of
Communication

The statements found in this job description are general in nature. The following information is not exhaustive and should not be construed as such. The contents of this document may be changed at the discretion of the organization and/or director at any time.

POSITION SUMMARY: The associate director collaborates with the director of communication on integrated marketing communication strategies, focusing on multimedia content development. The associate director is both a hands-on video producer and a collaborative leader to guide video and multimedia journalism efforts across NW Adventists/Gleaner magazine platforms. This is a full-time, exempt position compensated within the NPUC remuneration factor. It includes medical benefits and retirement fund options.

AUTHORITY, ACCOUNTABILITY: Work is varied and performed with minimal supervision. There are specific guidelines to follow, but the work requires the ability to carry out duties and meet deadlines independently while supervising others. The associate director reports to the director of communication.

KEY COMPETENCIES:

- Proficient in all aspects of video production, including planning, shooting, and editing, to create professional-quality multimedia content
- Skilled in managing freelance collaborations and live event production, with the ability to troubleshoot as needed
- Demonstrates strong leadership in guiding project teams, managing multiple tasks effectively, and consistently delivering high-quality content under pressure
- Creative thinker open to experimenting with new digital storytelling techniques, while being agile in adjusting or discontinuing projects based on performance metrics
- Exceptional communicator, with verbal and written skills to clearly articulate creative concepts and foster collaboration among colleagues and stakeholders

KNOWLEDGE AND SKILL: The associate director is expected to be highly available and dependable regarding the position's responsibilities. The individual must possess current knowledge of digital media outlets and copyright laws.

- Exhibits a commitment to Seventh-day Adventist doctrines and lifestyle
- Expresses loyalty and interprets North Pacific Union philosophy, policy and procedures positively
- Contributes to a climate of high morale among North Pacific Union staff
- Works well with members of a team
- Manages multiple concurrent tasks productively
- Sets and meets realistic deadlines
- Demonstrates an open attitude toward alternate opinions
- Utilizes current knowledge regarding laws governing copying and distribution of video, audio, and print materials
- Exercises judgment and discretion when making reports, writing correspondence, and handling the telephone
- Has accurate spelling, proofreading, and record-keeping skills
- Maintains a high level of confidentiality regarding the office, its employees, and visitors
- Maintains a neat, professional appearance at all times

EDUCATION/EXPERIENCE/CREDENTIALS: The individual must be a Seventh-day Adventist member in regular standing and have a minimum of five years of job-related experience. The individual should have a bachelor's degree in the area of communication or related digital media. For candidates with less than 5 years of experience, the job description and title will be adjusted accordingly.

This role is classified based on experience as follows:

- **Associate Communication Director:** Requires 5+ years of experience. This role supports the Communication Director in facilitating strategic initiatives and managing communication projects, focusing on implementing communication strategies and aligning with organizational goals.
- **Assistant Communication Director:** Requires 2-4 years of experience. This position emphasizes support and execution of communication initiatives, focusing on project management and content development.
- **Intern/Coordinator:** An entry-level position for candidates with little to no professional experience, aimed at learning, development, and cross-training in multimedia production. Assists the communication team with various tasks while gaining practical experience.

ESSENTIAL JOB FUNCTIONS:

Associate Director

- Support the director in executing integrated marketing strategies and contribute to communication plans that align with organizational goals
- Assist the director in building relationships to gather and disseminate information throughout the North Pacific Union
- Maintain a working knowledge of the North Pacific Union and positive personal

- commitment to its overall mission, goals, and objectives
- Develop content generation of the official North Pacific Union and *Gleaner* websites and any associated website operated under the supervision of the director
- Work to enhance partnerships with North Pacific Union IT and innovation personnel in any or all assigned tasks
- Collaborate with the organization's social media presence, posting content and interacting with users on Facebook, Instagram and other platforms
- Identify emerging social media outlets where the organization should and can have a presence and manage the incorporation of these outlets into the existing social media marketing strategy
- Coordinate the development of mobile platform applications to further the reach of North Pacific Union and *Gleaner* content or services to constituents
- Collaborate on NPUC and NW Adventist website presence with director and freelancers
- Develop and coordinate webinar training productions
- Attend seminars or training events as approved by the director to increase technical expertise
- Engage with *Gleaner* print issue design or content process as assigned by the director
- Provide support for administrative needs or special projects as assigned by the director

Media Producer

Video & Multimedia Production

- Plan, produce, and edit high-quality video, audio, and interactive digital assets that align with the North Pacific Union's mission and complement print and digital content
- Ensure timely delivery of multimedia projects while maintaining high production quality.
- Analyze performance metrics to refine content strategies and maximize impact
- Develop and implement cross-promotion strategies between video, social media, and print
- Oversee live event production and ensure seamless execution of multimedia content across various formats, including vertical platforms
- Manage studio equipment inventory and provide technical support for multimedia production across departments

Collaboration & Leadership

- Develop and execute multimedia content plans, setting timelines and benchmarks to ensure resources effectively support the mission to “Reach One More.”
- Collaborate with conference media ministry colleagues, freelancers, and regional partners on multimedia projects
- Consult with the publishing team to align video and print cross-promotion strategies
- Provide coaching to enhance pastors’ and leaders’ on-camera presence and audience engagement

CONTACTS, ORGANIZATIONAL RELATIONSHIPS: The associate director interacts frequently with church leaders and institution administrators, as well as non-church vendors. The individual must possess exceptional interpersonal relationship skills and project a professional Christian image.

PHYSICAL REQUIREMENTS: Inasmuch as the associate director is an exempt employee, the individual is expected to work the hours required to complete assignments (no less than 38 hours per week).

- Evident good health; the occupation requires standing, sitting, walking, kneeling, bending and carrying light items
- Ability to effectively communicate both orally and in writing
- Motor coordination and finger dexterity
- Ability to able to read and hear well
- Availability to monitor digital online content 24/7
- Ability to drive and travel locally and long distance
- Availability to attend North Pacific Union worship meetings every Monday morning or at any other time as scheduled by administration

WORKING CONDITIONS: Essential responsibilities are performed in a sedentary and comfortable manner. Tasks are usually performed under normal office conditions with little or no noticeable discomfort. The work area is well-lighted and ventilated. Regular office hours are 7:30 a.m. to 5:30 p.m. (9.5 hours) Monday through Thursday. The individual will travel occasionally for consultation or training, attend regular staff collaboration, and maintain 24/7 awareness and involvement with digital online content monitoring. Some evening and weekend work is required. Some work will require a high-speed Internet connection from the individual's home.