

Position Description

Title: Communications Director

Reports to: VP Relationship Development

FLSA Status: Exempt

Supervises: Communications Team

Hours: Full time

Purpose

The Communications Director develops and implements communication strategies that effectively share ANM's mission, advance our ministry's impact, engage existing donors, and cultivate new leads and donors.

Responsibilities and Tasks

- Perform all job responsibilities for the purpose of carrying out ANM's mission to advocate for, encourage, and equip indigenous missionaries around the world
- Develop and execute a comprehensive communication strategy aligned with the organization's mission and goals
- Ensure brand consistency across all communication channels, including print, digital, and social media
- Craft compelling donor communications, fundraising campaigns, and impact reporting
- Collaborate with the International Team to understand and convey the needs of our ministry partners and ensure that all communications materials accurately and securely represent what is happening in the mission field
- Lead the communications team members and ensure successful execution of all initiatives including creating fundraising assets and print publications, fundraising events, external advertising, email marketing, and management of all online assets
- Work with VP of Relationship Development to measure and evaluate the effectiveness of communications efforts
- Complete all work in compliance with ANM's policies and procedures and coordinate with relevant staff to ensuring strong communication and smooth execution of all initiatives

Key Performance Metrics

- Increasing percentage of new donors and new leads
- Effectively reaching ANM fundraising goals per campaign
- Timely completion of all communication projects and initiatives

Qualifications

Experience

- Minimum five years experience in communications role preferably in a nonprofit setting
- Minimum two years experience in leadership role in a business or nonprofit setting
- Bachelor's degree in Communications, Marketing, Journalism, or related field (preferred)

Skills and Competencies

- Exhibits the organizational values of ANM: Christ-centered, relationships, integrity, and stewardship
- Proven ability to develop and execute communication strategies that drive engagement and mission advancement.
- Excellence in writing and editing with strong storytelling skills with the ability to create compelling content across various platforms
- Ability to lead a team, collaborate across departments, and work effectively with staff, donors, and ministry partners

- Proficient in managing websites, social media, and email marketing
- Familiarity with graphic design tools (e.g., Canva, Adobe Creative Suite) and content management systems (e.g., WordPress)