

The Local Church Communications Officer

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Communications Director, South Central Conference

Basic Requirements for Communications

- Called to Communications Ministry
- Church Beautification
- Writing Articles
- Social Media Ministry
- Web Ministry
- Advertising

Called to Communications Ministry

Your primary responsibility is to communicate the face of your local church. Your position is one of the most important ministries in the local church.

- What the community sees
- What the community knows
- How the community perceives
- What Conference sees
- What the Conference knows
- What the Conference perceives

Church Beautification

There are various ways in which you help show the community the face of the church. Church beautification is the first line of offense. When people drive by your church what is their first impression. You only get one shot at a first impression.

- How does the sign look? Does it work?
- What type of landscaping do you have?
- Is the outside of the building in decent shape?
- How does the parking lot look?
- Is the yard well maintained?

Church Beautification

When people walk into your church, what will their first impression be?

- Is the lobby and furniture run down?
- What does the flooring look like?
- Are the doors old and beat up?
- What about the walls?
- Are the bathrooms inviting?

Take a walk around your church, have a notepad and begin to note all things your eyes would see if you were not a member. Look at things in a visitors eye.

Visit well-off non SDA church.

Writing Articles

You are primarily responsible for writing articles for the Southern Tidings, The local Newspaper, and The Conference Website.

- The Southern Tidings
- The Religion Section of the Local Newspaper
- The Conference Website