



NORTHEASTERN CONFERENCE OF SEVENTH-DAY ADVENTISTS

COMMUNICATIONS DEPARTMENT

PURPOSE OF THE COMMUNICATIONS LEADER IN CHURCHES

As the local church Communications director, you play a vital role in sharing the Seventh-day Adventist Church's message both within the church and the wider community. Sharing how your church is sharing messages of hope through evangelism, discipleship, and service.

Core Purpose

Your main responsibilities include keeping church members informed, ensuring your church is well represented, and building relationships with three key groups: church members, your conference communications department, and the local community.

Church Members

All church members—whether they attend regularly, occasionally, rarely, or are unable to attend—should be kept informed and engaged. This includes shut-ins and inactive members, helping everyone feel connected to the church community.

Conference Communications Department

As communications director, you are a key link in a global network of Adventist communicators. By regularly submitting news, stories, and photos from your church to your conference communications director, you help keep the wider church informed and connected. Your contributions also ensure that your church's history and important events are documented and shared with members worldwide.

The Community

The community includes people with a wide range of experiences and knowledge about the Adventist Church—some may know nothing, while others may have strong positive or negative opinions. Your role is to raise awareness and encourage community members to visit your church. Hosting events such as Vacation Bible School (VBS), cooking classes, evangelistic series, or financial planning seminars is an effective way to invite and welcome new visitors.

Communications Committee

If your church has several people involved in communications, it's recommended to form a communications committee, as outlined in the Seventh-day Adventist Church Manual. The communications director leads this committee, which may include a webmaster, audio/visual director, newsletter editor, photographer, and a member/s with media or technology expertise.

Together, the committee develops and implements the church's public relations and communication strategy.