ISKCON
NEW VRINDABAN

ISKCON New Vrindaban Inc. | 3759 McCrearys Ridge Road, Moundsville, WV 26041
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SERVICE DESCRIPTION

DIRECTOR OF COMMUNICATIONS

Department: Communications
Reports To: Assigned Vice President / Temple President, according to the approved organizational structure
Location: ISKCON New Vrindaban, Moundsville, WV
Classification: Determined by HR based on actual duties and applicable wage-and-hour requirements
Work Schedule: As assigned, including occasional evenings, weekends, festivals, and special events

Position Overview

Coordinates public communications, digital channels, media relations, tourism outreach, and approved promotional communications for New Vrindaban, the Palace of Gold, Govinda's, and approved community programs. Works with departments and external partners to deliver accurate, consistent, respectful, mission-aligned messaging and strengthen public and visitor engagement.

Core Responsibilities

Communications and Digital Media. Maintain editorial and brand standards; prepare, edit, and publish announcements, articles, website content, social media posts, photos, and videos. Coordinate the organizational calendar and content for appropriate ISKCON news outlets. Monitor inquiries and engagement, refer issues to responsible departments, and recommend improvements. Maintain secure account access and recovery records through approved processes.

Publications and Design Coordination. Coordinate brochures, calendars, advertisements, posters, signage, festival décor, and program materials with designers and departments. Ensure accurate content, consistent branding, and timely production. Manage approved publicity opportunities, project files, design assets, vendor communications, and assigned budgets; obtain approval before commitments or orders.

Fundraising and Donor Communications. Coordinate the Pilgrim Department's three annual physical fundraising mailings, including content, design, printing, and mailing deadlines. Support approved donor communications, campaigns, and events

while protecting the accuracy and confidentiality of donor information and mailing lists.

Media Relations and Tourism Outreach. Coordinate media inquiries, interviews, photography, filming, visits, and required approvals. Maintain media, tourism, advertising, and publication contacts and records of approved publicity. Build relationships with tourism bureaus, chambers, welcome centers, and publications; coordinate visitor guides, brochure distribution and restocking, approved publicity placements, and authorized meetings or trade shows. Submit partner agreements for leadership approval.

Festivals and Department Coordination. Coordinate event publicity, schedules, promotional materials, and guest information with Pilgrim, Guest Care, Lodge, and event organizers. Support assigned donor dinners, senior devotee visits, and hospitality communications. Coordinate priorities and deadlines, guide assigned contributors within delegated authority, and report project progress and outreach opportunities to leadership.

Requirements and Qualifications

- Experience in communications, public relations, journalism, digital media, or a related field preferred; familiarity with tourism outreach and event publicity is an asset.
- Strong English writing, editing, proofreading, and interpersonal skills; experience with social media, websites, content calendars, and print and digital communications.
- Strong organization, independent judgment, confidentiality, and ability to manage competing deadlines and collaborate with departments, designers, vendors, and external partners.
- Respect for New Vrindaban's mission, devotional culture, and standards of public representation.

Physical Requirements and Work Environment

Office and computer work combined with meetings, site visits, and events across New Vrindaban facilities. Occasional local travel, outdoor activities, evening or weekend programs, and carrying promotional materials up to 20 pounds may be required. Regular interaction with staff, devotees, visitors, media, vendors, and tourism partners. Essential functions may be performed with or without reasonable accommodation.

Accountability and Authority

Accountable for accurate, timely communications, consistent public representation, communications deliverables, and professional external

relationships. Obtain authorization for official statements, sensitive or policy-related communications, contracts, and spending. Follow procurement, confidentiality, intellectual property, and communications policies; maintain secure accounts and appropriate records.

Lodging, meals, transportation, personal hosting, and event operations remain with responsible departments unless separately assigned and authorized. Weekly pujari service and outside board membership or voting authority require separate assignment or organizational appointment.

Acknowledgment

I acknowledge that I have received, read, and understand this Job Description. Duties may be adjusted according to organizational needs and applicable policies.

Employee Name: _____

Employee Signature: _____ **Date:** _____

Supervisor Signature: _____ **Date:** _____