

# The Role of the Communication Department in the Mission of the SDA Church



Phillip E. L. Castell  
Communication Director

East Jamaica Conference  
of  
Seventh-day Adventists



# The EJC Communication Team



Pastor Phillip Castell  
Director



Leon Ffrench  
IT Manager, Studio Engineer



Ruth-Ann Brown  
Digital Media Coordinator,  
Graphic Designer



Sophia Dormer  
Administrative Assistant





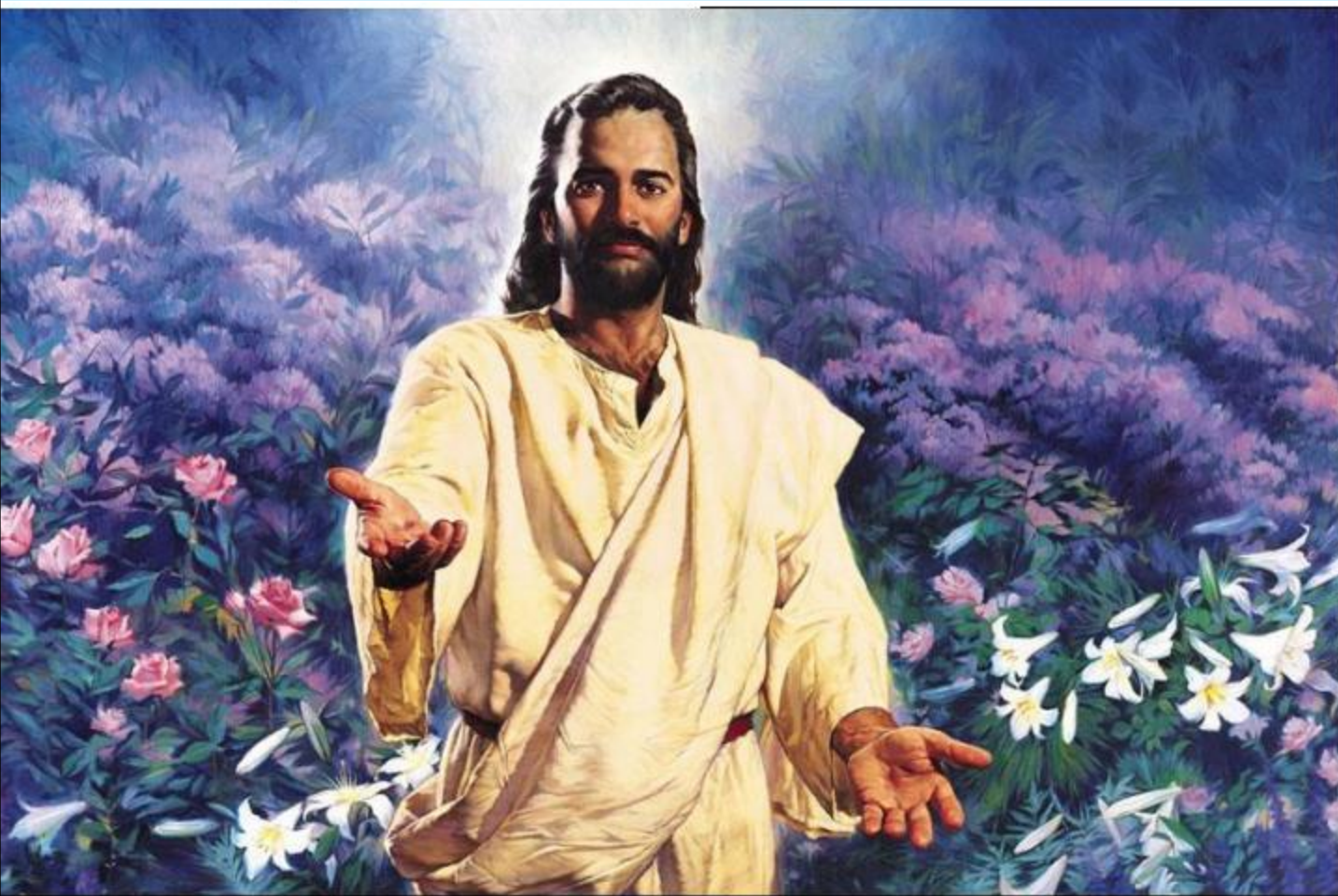
# *Goal of the Communication Dept.*



The main goal of the Communication Department is to represent the work of Christ and His church in the best possible light through the use of contemporary technologies and other methods of communication.



# *Objectives of the Communication Dept.*



# *Objective of the Communication Dept.*



- **Objective # 1 - Mission First**

To transform Communicators into Digital Disciples who with their team members will ultimately account for at least three baptism per year in their church.

# *Objective of the Communication Dept.*



## • Objective # 2

To promote, increase awareness and advance the mission of the church in East Jamaica Conference to as many persons as possible.



# *Objective of the Communication Dept.*



- Objective # 3

To offer training to communicators and pastors to make them more effective in soul winning.

# *Objective of the Communication Dept.*



- Objective # 4

To improve the image / branding of the SDA church to the public across the EJC territory

# Seventh-day Adventist Church **MORANT BAY**

## **WORSHIP SERVICES**

### **SATURDAYS:**

9:15 A.M. SABBATH SCHOOL & DIVINE SERVICE

3:30 P.M. BIBLE CLASS

4:30 P.M. ADVENTIST YOUTH MINISTRIES

### **SUNDAYS:**

7:00 P.M. EVANGELISTIC SERVICE

### **WEDNESDAYS:**

7:00 P.M. PRAYER MEETING

**JOIN US ONLINE**



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**"AND BEHOLD, I COME QUICKLY; AND MY REWARD IS WITH ME " REV 22:12**






Seventh-day  
Adventist Church  
**HALF-WAY TREE**

**WORSHIP SERVICES**

<b>SATURDAYS:</b>	9:15 A.M.	SABBATH SCHOOL
	11:00 A.M.	DIVINE SERVICE
	3:00 / 3:30 P.M.	BIBLE CLASS
	4:00 / 4:30 P.M.	ADVENTIST YOUTH MINISTRIES
<b>SUNDAYS:</b>	7:00 P.M.	EVANGELISTIC SERVICE
<b>WEDNESDAYS:</b>	7:00 P.M.	PRAYER & TESTIMONY SERVICE

 876-668-1358

**JOIN US ONLINE**



**"TRANSFORMING LIVES. DEVELOPING COMMUNITIES."**

# Seventh-day Adventist Church **SEAFORTH**

## **WORSHIP SERVICES**

### **SATURDAYS:**

9:15 A.M. SABBATH SCHOOL & DIVINE SERVICE

3:30 P.M. BIBLE CLASS

4:30 P.M. ADVENTIST YOUTH MINISTRIES

### **SUNDAYS:**

7:00 P.M. EVANGELISTIC SERVICE

### **WEDNESDAYS:**

7:00 P.M. PRAYER MEETING

**JOIN US ONLINE**



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**"BLESSED ARE THEY THAT DO HIS COMMANDMENTS..." REV 22:14**



# *Objective of the Communication Dept.*



- Objective # 5

To increase the number of churches in our Conference sharing news items and stories with the Conference by at least 25% each year over the quadrennium.

# *Objective of the Communication Dept.*



- Objective # 6

To increase the number of churches in our Conference who have internet access by 100% by the end of the quaddrennium

# *Know Your Mission Statement*



## **Building Bridges of Hope**

**Central Theme of the Bible**





# The EJC Website

Seventh-day  
Adventist<sup>®</sup> Church  
EAST JAMAICA CONFERENCE

▶ PHOTO GALLERY ▶ LIVE ▶ ONLINE GIVING ▶ ADVISORY ▶ 2025 CALENDER OF EVENTS 🔍 SEARCH ☰ MENU

About ▾ News Ministries ▾ Churches ▾ Institutions ▾ Resources ▾ Events [GIVE](#)



**MISSION**  
*first*  
Mission First





COMMUNICATION

EAST JAMAICA CONFERENCE

ADVISORY

An Official Bulletin of the East Jamaica Conference of Seventh-day Adventists



EJC Communication Advisory #713

**January 11, 2025**

# *Communication Department Responsibility*



**Communication Retreat 2024**



# The Communication Department is Responsible for:



- Managing Websites & Social Media
- Printing
- Marketing and Advertising
- Photography
- Video Production



# The Communication Department is Responsible for:



**NEWS**

- News Reporting
- Graphic Designs
- Public Speaking / Relations
- Media Liaison
- Image Guardian
- Information Technology



# *The Department*

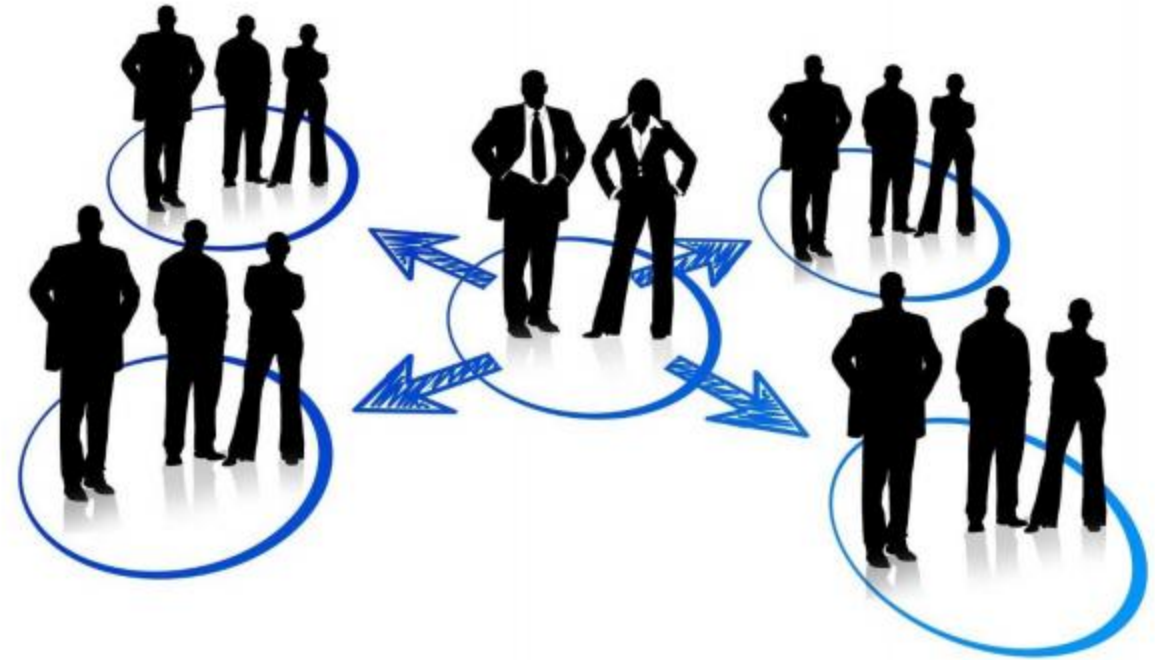


- ✓ Face of the Church to the community
- ✓ Eyes and Ears of the Church
- ✓ Internal Public
- ✓ External Public
- ✓ Communicate to both and interpret public's attitude toward Church



# FUNCTIONS of the Communication Dept.

- Providing communication services to the administration, departments and entities connected to the organization;



**In the SDA Church**



# FUNCTIONS of the Communication Dept.

- **Assisting the administration in their responsiveness and sensitivity to the church's various publics**



**In the SDA Church**





# FUNCTIONS of the Communication Dept.

- Spokesperson on behalf of the administration and the church (these assignments may involve other individuals, as needed)



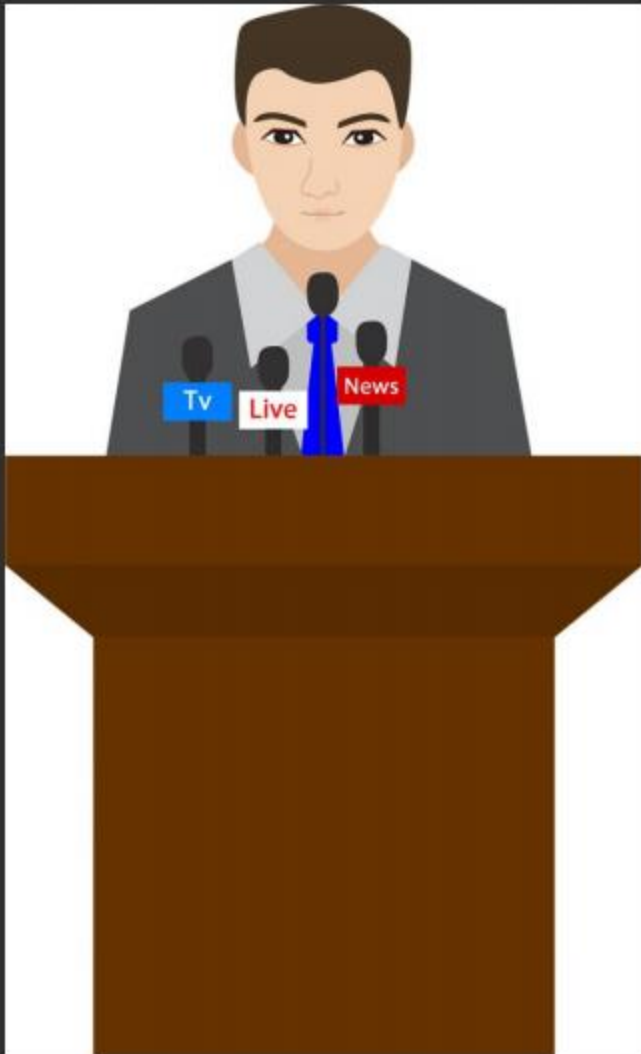
**In the SDA Church**



# Functions

Of the Communication Dept.

**In the SDA Church**



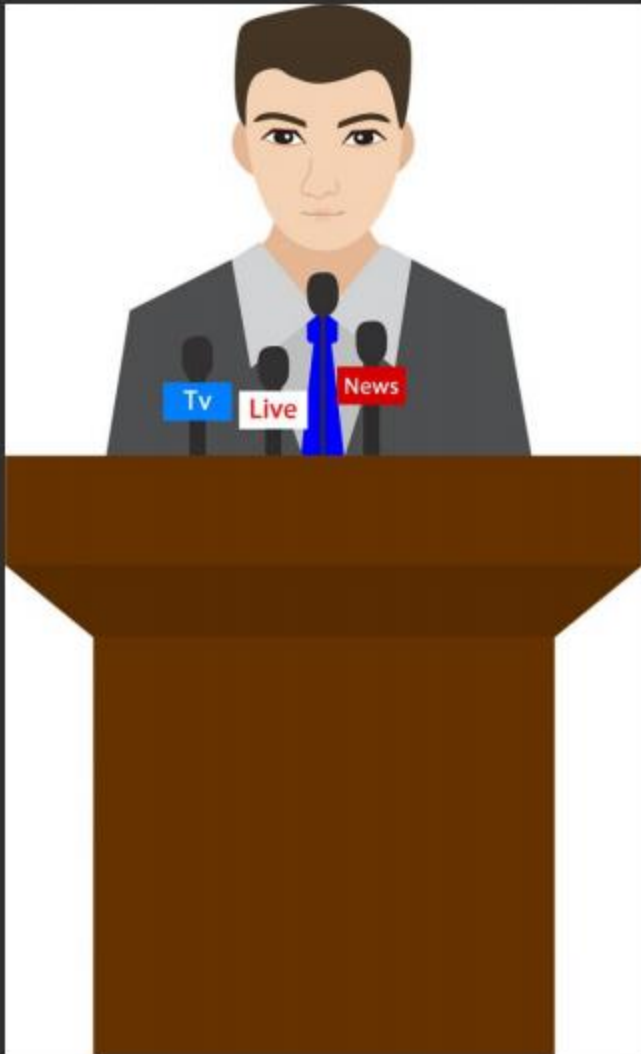
- **Managing of news service and media relations on behalf of the church, including an oversight of the respective delivery systems, as well as editorial responsibilities connected with church publications, bulletins, information releases, etc;**



# Functions

Of the Communication Dept.

In the SDA Church



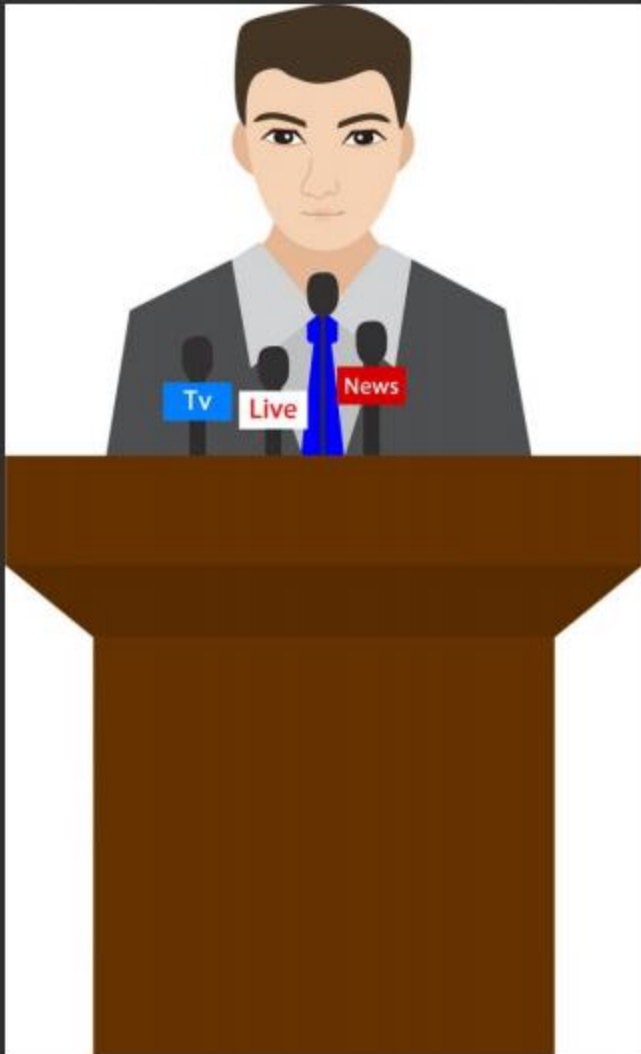
- Involvement with crisis communication response, including assistance to the respective institutional offices; coordinating crisis communication training



# Functions

Of the Communication Dept.

In the SDA Church

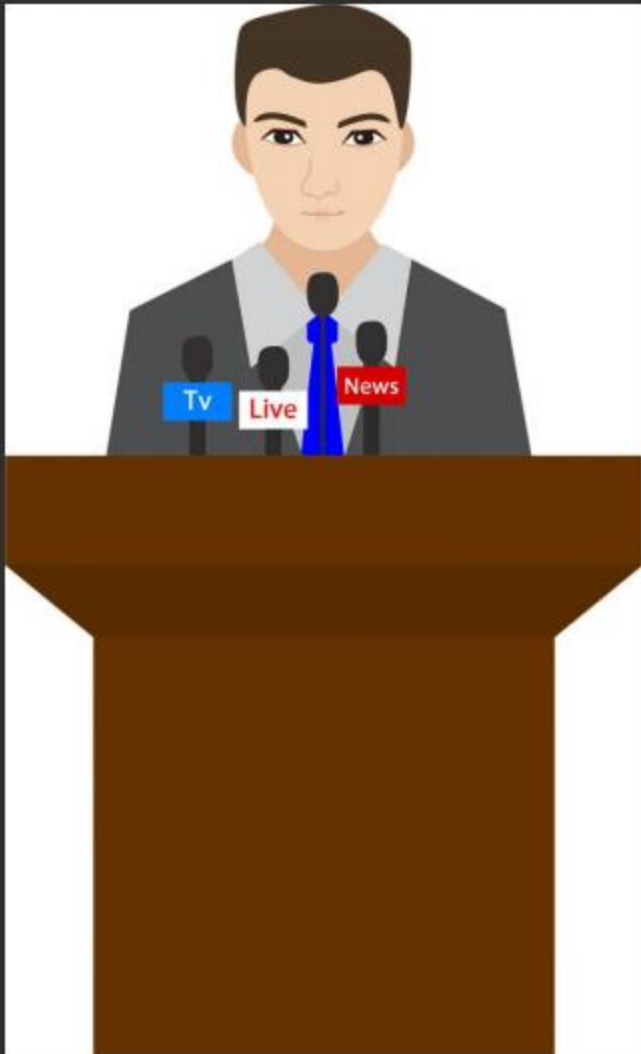


- Assist and join with administrators, departmental personnel, and pastors in making the church and its message relevant and keenly attuned to these times.



# Functions

Of the Communication Dept.



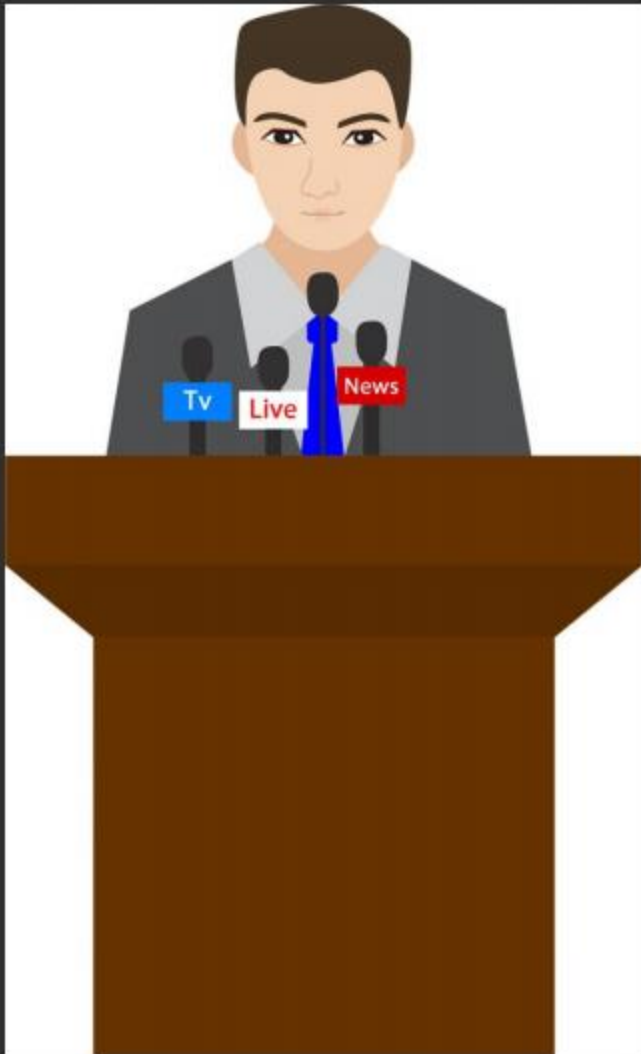
In the SDA Church

- Assist in evaluating programs of the organization from a public opinion standpoint.
- Aid directly in the accomplishment of community-related activities



# Functions

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In the SDA Church

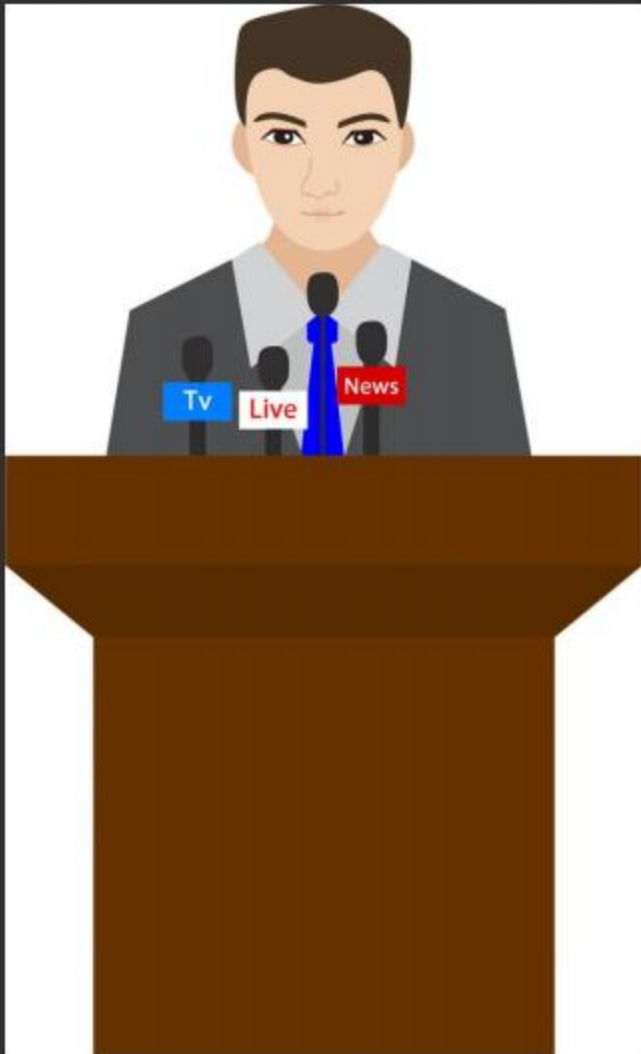
- Engage in and promote the gathering and dissemination of news via all media, thereby fulfilling an obligation to give adequate information about the organization.



# Functions

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In the SDA Church

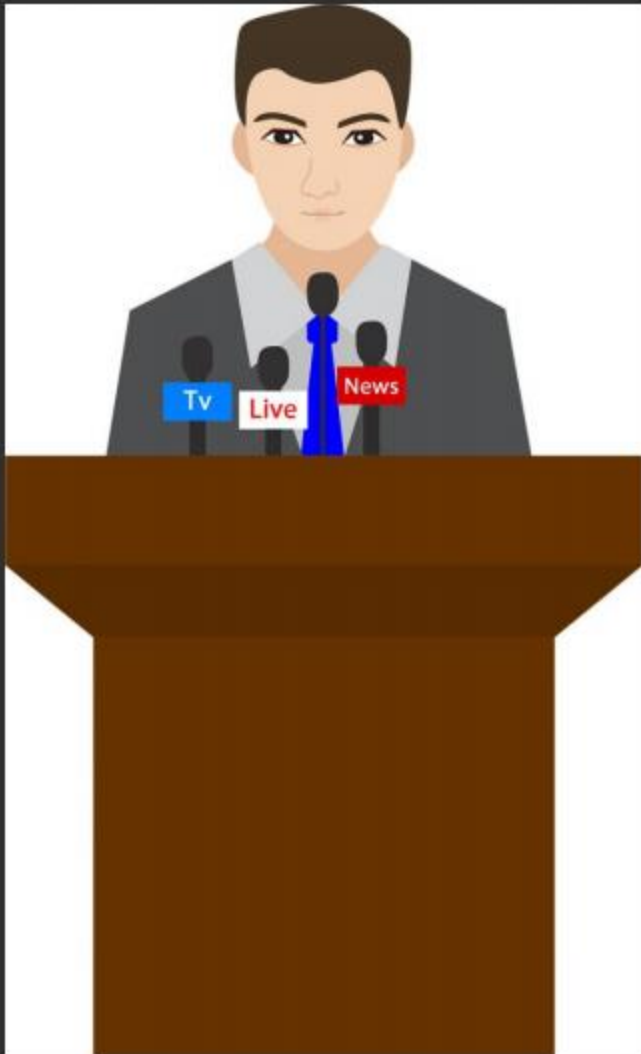


- Develop and promote special community service programs, such as:
  - Public service spots and programs on radio and television designed to keep the name of the church before the public in a low-key educative manner.



# Functions

Of the Communication Dept.



**In the SDA Church**

- Develop and promote special community service programs, such as:

Community-oriented columns in newspapers, thereby tending to establish the church as a body of helpful, Christian, clean-living people.





# The End



For queries or additional information contact

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