

### Overview:

The communications director will create, organize, plan and implement effective communication messages and strategies for church and community audiences. The individual will support church and ministry leaders in conveying their vision and communication priorities to appropriate audiences. The director will be able to build their own team of volunteers and paid staff to accomplish the jobs below.

### Qualifications:

- Bachelor's Degree or Equivalent Experience
- Proficient in Adobe Creative Suite, Pro Presenter, Microsoft Office and Google Suite
- 2+ Years Experience in Related Field

### Specific Duties and Responsibilities:

#### Communications and Publications

- Unify and align all communications.
- Partner with ministries to create a communication plan to mobilize their specific audiences to respond.
- Ensure the highest quality and impact communications are created for both internal and external audiences.
- Lead and manage coordinators, assistants, and volunteers to help implement communication strategies and tactics including the following:
  - Acquiring appropriate permissions and releases for all content as necessary
  - Keep social media and website fresh and engaging
  - Network with other church communications teams
  - Collect and tell stories of life change
  - Help strategize and plan communication and marketing for 6-12 months out
  - Responsible for managing the church's brand and identity
  - Carry out the day-to-day tasks of facilitating communications and marketing

#### Video/Photo Production

- Direct, develop and oversee planning objectives and strategies to create video content on various areas in the church including our Live Streaming content.

- Reach out to church members and staff to create content when it is appropriate on a weekly basis to upload online and on the website.
- Manage and Modify digital content for web, both daily and special events.
- Export audio from sermons and make into a podcast for the website.

### **Social Media, Online and Website Content**

- Create and curate shareable content for staff members, ministries and special graphics for events and services, etc.
- Create and implement social media campaigns in support of services, events and other marketing initiatives.
- Determine which platform is best suited for each piece of content.
- Measure the success of social media and other online campaigns, delivering monthly analytic reports and insights that will form a future strategy.

### **Ministry/Office**

- Assist in hiring and oversee the communications intern(s)
- Build and Lead effective ministry teams
- Participate in staff meetings as scheduled
- Serve as a member of the support staff
- Other duties as assigned by Senior or Executive Pastor

### **Church Core Values:**

- It's All About Jesus
- Loved and Valued before Challenged and Changed
- Generous in All Things
- Unchanging Truth
- On Mission Together
- Family for all Generations
- Take Christ Home with You

Schedule: Sunday - Thursday

Hours: 45+ per week (must be available for special events, church meetings, etc as needed)

Vacation: PTO accrual

Salary: Competitive Salary based on previous experience

Benefits: Full Health Insurance

Retirement: 7% contribution in addition to Salary