

Qualifications for employment at The Grove include having made a life commitment to Jesus Christ, agreement with the beliefs and governing statements of The Grove Church, and a work history and lifestyle that are consistent with biblical principles. All staff must be an active partner of The Grove or become one within the first 90 days of employment.

STAFF MISSION STATEMENT: Encourage and equip every Partner to live a life of full devotion to Christ.

POSITION SUMMARY: The Communications Director is responsible for shaping and sharing our mission through strategic communication, compelling storytelling, and consistent brand identity. This role will drive engagement with our community through various channels, ensuring our message resonates with diverse audiences while aligning with our ministry's vision and values.

KEY RESPONSIBILITIES:

- **Mission & Culture**
 - Standardize and articulate the organization's mission, vision, and values to ensure clarity and alignment across all communications.
 - Permeate the mission throughout all initiatives, fostering a cohesive culture.
 - Develop and lead the implementation of onboarding materials to introduce staff and leaders to the organization's communication standards and culture.
- **Communications Strategy**
 - Collaborate with ministry leadership to create synergy in messaging and initiatives.
 - Identify target audiences, tailor messaging, and select appropriate channels for maximum impact.
 - Lead the develop and maintenance of a content calendar to ensure consistent and timely communication.
- **Leadership and Team Development**
 - Hire and supervise one additional team member to support communication efforts.
 - Build and lead a communications team specializing in design, photography, video, and copywriting.
 - Oversee outsourcing of design, video, and print work to contractors to ensure high-quality deliverables.
- **Brand Identity & Design**
 - Uphold and enhance the organization's visual identity, including logo, colors, fonts, and brand guidelines.
 - Ensure a unified brand voice across all platforms and materials.
 - Contribute to creating a welcoming and consistent physical atmosphere through branded environments.
- **Collateral & Publications**
 - Lead the Design and production of materials to support a clear pathway to discipleship, neighborhood groups and Grove partnership.
 - Oversee the creation of engaging, high-quality print and digital publications to support ministry goals.
- **Gatherings & Events**
 - Craft compelling announcements and promotional materials for events.
 - Develop print materials, digital signage, and physical signage to enhance event experiences and visibility.
- **Campaigns**
 - Lead communication efforts for ministry initiatives, fundraising efforts and sermon series.
 - Develop creative campaigns that inspire engagement and participation.
- **Email, Online, & Social**
 - Manage email campaigns and newsletters to keep the community informed and engaged.
 - Update and maintain the organization's website and app to ensure accessibility and relevance.
 - Oversee social media platforms, creating content that aligns with the ministry's voice and mission.
- **Storytelling & Film**
 - Share stories of how God is moving within the community through compelling narratives and visuals.
 - Produce content for initiatives like BLESS 30 and other discipleship-focused storytelling projects.
 - Leverage film and multimedia to amplify the ministry's impact and reach.

QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Graphic Design, or a related field.
- 3+ years of experience in communications, branding, or content creation, preferably in a ministry or nonprofit setting.
- Strong understanding of visual design, including proficiency in tools like Adobe Creative Suite.
- Excellent written and verbal communication skills, with a knack for storytelling.
- Experience managing social media platforms, email marketing tools, and website content management systems.
- Ability to work collaboratively with diverse teams and align communications with organizational goals.
- Passion for ministry and a heart for sharing stories of faith and transformation.

STAFF VALUES

- Think with the mind of Christ, then act
- Pray continuously
- Equip the church for the work of the ministry
- Work ourselves out of a job
- Walk the talk with our Weekly 3 (Bless30, Discipleship, Leadership Development)
- Innovate with wisdom and courage
- Strive for excellence and over-communicate
- Shepherd with a holy discontentment

