

Director, Communications

Overview —

The Communications Director is responsible for leading (*developing, implementing, and overseeing*) all outward-facing communications strategies, aiding in the advancement of Westover's purpose and vision. This includes strategizing and managing social media platforms, communication and content avenues, branding and marketing, etc. The Communications Director is supported by the Missional Life Pastor

Location: Greensboro, North Carolina

Position Type: Full-Time / Salary

Reports to: Missional Life Pastor

Key Responsibilities —

Strategy Development (40%):

- Develop, implement, and maintain a comprehensive communications strategy that aligns with the church's purpose and vision.
- Remain current with tools, technology, and methodology to ensure best practices are utilized for Westover's communication efforts.
- Maintain and evolve the church's visual and verbal brand across all communication avenues.
- Collaborate with ministry areas to best position and promote their events and programming.

Content Management (30%):

- Manage the overall workflow of Westover's Communications Department, setting and maintaining expectations and deadlines.
- Oversea maintenance of 'westoverchurch.com', ensuring content is current, user-friendly, and engaging.
- Manage all social media platforms, ensuring content is current, relevant, and engaging (*Facebook, Instagram, YouTube, etc.*)
- Maintain a pulse across ministry areas ensuring content published by/from Westover is consistent in brand and messaging

Administration (30%):

- Write, edit, and design, or manage the processes of, print and digital promotional materials
- Track engagement metrics and adjust strategies accordingly.
- Oversee church-wide email communication and Sunday morning stage communication.
- Provide oversight of Westover's online forms.

Working Environment —

- Given the nature of the Communications Director position at Westover, the individual occupying this role is expected to be present on Sunday mornings.
- The planned work week for this position is Sunday thru Thursday.

- Attend all regular staff functions and meetings relevant to a director-level position at Westover.
- Work in collaboration with / support any additional individuals hired into the Communications Department.
- Take a ½-day every month to focus on deepening your walk with the Lord.

Qualifications —

Personal:

- Personal and growing relationship with Jesus Christ.
- Aligned with the purpose and vision of Westover Church.
- Willing to pursue membership at Westover Church, placing oneself under the shepherding care and leadership of the Elders.
- Aligned with Westover's Relational Covenant

Professional:

- Proven experience in communications and/or marketing.
- Strong verbal and written communications skills.
- Ability to lead, manage multiple projects simultaneously, and meet deadlines.