



RiverTree Christian Church
POSITION DESCRIPTION

POSITION TITLE	Communications Director	Effective Date of Description	11/1/25
Campus/Department:	RiverTree Jackson	Team:	Leadership
Position Status:	Full-Time – 40+ hrs/week		
Pay Status:	Salary	Exempt Status:	Non-Exempt
Position Reports To:	Team Leader: RiverTree Jackson Lead Pastor		
	Department Mentor: RiverTree Movement Executive Director		
Position Supervises:	Jackson Video Director and Communications Volunteers		

POSITION SUMMARY:

The Communications Director leads the internal and external communication strategy for RiverTree Jackson with a focus on creativity, excellence, and mission alignment. This role develops and equips teams, ensures consistent communication across ministries with active participation in Sunday services and community events.

The ideal candidate is deeply committed to church ministry and demonstrates a growing relationship with Jesus. A BA in a related field (MA preferred) and 5+ years of church or communications experience are expected. The candidate should be a strong leader and communicator who is motivated, innovative, collaborative, and team-oriented.

POSITION RESPONSIBILITIES OVERVIEW:

Strategic Leadership & Planning

- Lead the strategic planning, creation, and management of all church communication projects, ensuring timely and budget-conscious execution.
- Develop and oversee comprehensive communication plans across web, social media, email, digital media, and promotional materials.
- Maintain and ensure consistency with brand standards, language, style guides, and visual identity.

Content & Media Management

- Manage the production process for all communication deliverables including design, feedback, revisions, and final proofing.
- Lead strategy, content development, and execution for digital platforms including website, social channels, YouTube, BuzzSprout audio, livestream, and future podcast channels.
- Collaborate with and oversee the Video Director to plan and produce impactful storytelling content, testimonies, and video-based promotions.

Systems, Coordination & Volunteer Oversight

- Create and manage organizational systems to prioritize and communicate promotional and communication needs across ministries.



RiverTree Christian Church POSITION DESCRIPTION

- Train, support, and oversee communication volunteers including: social media, photo/video and livestream moderators.
- Equip and train key ministry leaders on best practices and standard operating procedures to enable independence and productivity.

Collaboration & Continuous Improvement

- Monitor engagement analytics across platforms and use data to refine communication strategies.
- Network with RiverTree movement teams, local organizations, and ministry leaders to share learnings and implement best practices.
- Participate in strategic planning, goal-setting, and special projects as needed

SPIRITUAL REQUIREMENTS:

- Demonstrates a growing relationship with Jesus through prayer, Scripture, and worship practices.
- Prioritizes spiritual health, Sabbath rhythms, and intentional community. Lives missionally and actively participates in RiverTree Jackson.
- Align and agree with the spiritual beliefs, mission, vision, and strategy of RiverTree Jackson

SKILL COMPETENCIES:

- Proficient in Adobe Creative Cloud (InDesign, Illustrator, Photoshop), MetaSuite, Google Suite
- Familiarity with the following most-used platforms is a plus: Constant Contact, YouTube, BuzzSprout, OpusClips, SubSplash, Dropbox, Canva, CCB, Google Analytics, Planning Center, Zoom, Intacct, Concur.



RiverTree Christian Church
POSITION DESCRIPTION

To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an “at-will” basis.

This job description is a summary and is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the Team Member.

Upon hire, my signature below indicates that I have reviewed and understand the preceding job functions required of me and I am prepared to meet the requirements of the position, either with or without accommodation. (Please describe below if an accommodation is required.)

Team Member Signature

Date

Team Leader Signature

Date