



**Mission:** Leading people to wholeheartedly follow Jesus  
**Vision:** A People Prepared | A Church Unleashed | A World Transformed  
**Values:** We are outwardly focused | We thrive in community | We never stop moving toward Jesus

## Communication Director Job Description

---

### Job Summary

The Communication Director is primarily responsible for seeing that all communication accurately reflects our mission, vision, values & draws people into deeper community.

---

### Core Competencies & Qualifications

The individual filling this position must possess the following skills, abilities, and attitudes in order to perform in this position:

- Deciding & Initiating Action
- Leading & Supervising
- Working with People
- Relating & Networking
- Persuading & Influencing
- Presenting & Communicating Information

### Primary Accountabilities

The individual filling this position will be held accountable to the following goals and will be successful in this position if these goals are met:

- Establish a multi-channel communication strategy.
  - Produce content, thru various forms of media, that helps draw people into real relationships with our church community.
  - Display powerful messaging & build a brand that moves people into action.
- 

### Duties & Responsibilities, not limited to...

- Collaborate with leadership to develop big picture strategies
  - Lead & develop the Communication Team
  - Establish & drive a multi-channel communications strategy
  - Recruit, develop & lead a volunteer team of skilled writers & communicators
  - Research topics related to our community & target audience
  - Meet regularly with ministry areas to collaborate ways to meet their goals
  - Lead & develop effective individual ministry marketing campaigns
  - Prepare & manage all communication channels
  - Conduct quality control; consistent messaging & brand guidelines across all platforms
  - Utilize keyword research & use SEO guidelines to optimize content
  - Oversee the Communication Team budget & operating expenses
  - Track engagement across all platforms & make data-driven decision
  - Celebrate life change using storytelling & documentary style creative
  - Participate as a contributing member of the Creative Arts Team
- 

### Preferred Spiritual Gifts

Administration  
Helps  
Wisdom

**Status** Full-Time

**Hours** 40+

**Reports to** Creative Director