

CHRIST THE SAVIOR LUTHERAN CHURCH



Job Description: **Communications Director**
Reports to: Church Administrator
Classification: Associate Staff
Hourly/Non-Exempt
Regular Part Time - 25 hrs/week
Ordination: Not required
As of: October 2018

Job Summary

The Communications Director oversees the development of a strategic communications plan; implements a tiered communications approach; clarifies communications workflow and responsibilities; maintains a master communications calendar; coaches others in proper use of communication tools and develops/leads a Communications team. The Communications Director serves as primary contact for communications issues for the church including internal and external communication. This individual builds relationships and educates others in communications processes with the goal of focused, effective, and coordinated communications for the church.

I. Communications Leadership

- A. Oversees the development of a strategic communications plan, coaching staff and ministry leaders in their understanding and implementation of the communications strategy.
- B. Manages master communications workflow calendar.
- C. Upholds brand visual identity guidelines and instructs others in the use of images/typefaces.
- D. Leads staff and ministry leaders in following a Tiered Communications approach and coaches all in the use of appropriate communications tools.
- E. Develops relationships with staff and ministry leaders to proactively seek out their ministry plans, what needs to be communicated and educates them in how to best communicate to their target audience.
- F. Recruits, trains, motivates and manages volunteers serving on a Communications team.
- G. Integrates and coordinates social media usage.
- H. Networks with other communications directors and implements a media-relations plan.
- I. Serves as contact person for communications inquiries from within or from outside the congregation.
- J. Oversees spending of communications budget.

II. Message Presentation

- A. Designs layouts appropriate to the communications tool used. Reviews design work done by others.
- B. Writes, adapts and/or edits message content to match the communication tool used.
- C. Regularly assesses the effectiveness of all communications pieces clarifying the purpose, audience, tier structure and appropriate communications tool for each message (such as print materials, website, social media, etc.)
- D. Seeks fresh, creative ways to communicate that evoke a response from congregation and community.
- E. Develops a thorough proofing process and trains staff/volunteers to carry it out.
- F. Provides expertise, insight and/or follow-through in other areas as assigned by the Church Administrator or Lead Pastor.

Meeting/Event Attendance

- Attendance at weekly staff meeting
- Communications team meetings as scheduled
- Periodically attends - Sunday morning worship, Special events/roll-outs, Board of Leadership or Visioning Body leadership meetings (as needed)

Position Qualifications

Desired Experience

- 1) Bachelor's degree in Communications, Public Relations, Marketing or related field
- 2) Three years experience in communications with strong written and oral communications skills
- 3) Demonstrated experience in leadership and organization

Desired Skills

- 1) Writing, creative and design skills
- 2) Ability to use design software (InDesign, Illustrator, Photoshop, Powerpoint) and update website

Desired Personal Characteristics

- 1) Excellent people skills and a caring, positive attitude
- 2) Self-starter who is able to work on multiple projects at one time
- 3) Spiritually maturing and servant-minded
- 4) Patient and flexible

Primary Supervisory Responsibility

The Communications team and volunteers serving in communications areas.

Authority

- The Communications Director does not independently make policy or budget decisions.
- Spending is limited to budgetary guidelines, which may be amended as required.
- The Communications Director may not:
 - Acquire or dispose of any church property
 - Sign any contract obligating Christ the Savior Lutheran Church

Accountability & Acknowledgment

The Communications Director is accountable to the Church Administrator.

Because of the nature of the role, this person must have appropriate experience and must be able to properly handle confidential information in a careful and secure manner. Additionally, the willingness to learn new skills, work as a team player, and overall dependability/accessibility are very important. The list above is not a contract for hire and is not all-inclusive but rather an overview of the types of work and responsibilities intended for this position. Additional duties and responsibilities may be added, or duties and responsibilities may be altered, changed or removed.

Please select one option:

I have reviewed the job description above. I can perform all of the functions of the job.

I have reviewed the job description above. I can perform all of the functions of the job with the following reasonable accommodations:

Employee Signature _____

Printed Name _____

Date _____