

Communications Director Job Description

Vision of Role

Calvary Assembly is opening up a position for communications director. We are looking for someone who is passionate about clear and compelling communications and helping people far from God come to know Him. We desire someone who is a big picture thinker - that can dream big dreams - and also can put on paper a clear plan with plenty of time to get projects done. The ideal candidate has the eye of an artist and the mind of a strategist. It's important to us that our church knows our vision and our values. This is what guides our communications.

Required:

- Ability to lead, recruit and manage teams
- Ability to work with high-energy staff
- Ability to manage and recruit both paid help and training of volunteers to assist in our communications efforts
- Provide creative direction and oversight
- Create clear and compelling content that can adapt to different mediums
- Excellent written and verbal communication skills
- A strategic thinker
- Able to create and hold others to deadlines
- Knowledge of marketing, branding and social media
- Knowledge of current communication strategies and tools
- Likes to laugh

Not required, but helpful:

- Ability to use Adobe creative suite software (software provided)
- Online church engagement experience/vision
- Experience as a UX Designer, UI Designer or similar role
- Basic knowledge of After Effects and Premiere Pro

Primary Duties

- *Strategy:* Develop and implement an effective church-wide communications strategy across all channels
- *Support:* Work with and support each ministry area to develop effective communications for their specific audience
- *Continuity:* Bridge communications between departments to ensure consistent messaging
- *Social Media:* Develop and oversee all social media strategies to build a following on the various platforms
- *Web:* Responsible for maintaining and updating the website on a regular basis
- *Branding:* Oversee branding and style guidelines and ensure that all media adhere to these guidelines
- *Visuals:* Oversee all printed and online materials for both internal and external audiences
- *Sundays:* Oversee everything visual and aesthetic on Sunday mornings to have a cohesive look. Examples include creating youtube thumbnails, ensuring text and visuals

for both in person and online are clear and compelling, social media is engaging and relevant, and oversight of the photography team.

- *Volunteers:* Recruit and develop volunteers who are interested in using their gifts in communications
- *Management:* Lead and manage the work of the Graphic Designer/Videographer, contracted communications help, and volunteers
- *Content:* Advise and coordinate online content creation, including repurposing content or helping create new content to be shared online (ex/ Youtube, Instagram, Facebook, etc.)
- *Systems:* Develop systems to organize, prioritize and communicate promotional items related to Calvary Assembly.
- *Organized:* Organized and able to manage multiple projects.

Personal Characteristics

- Love Jesus and follow Jesus
- Attend Calvary Assembly as their home church
- Embrace a high biblical standard of personal conduct and lifestyle
- Agree to and adhere to the church's statement of faith and leadership commitment
- Excellent written and oral communication skills.
- Able to advocate for what they think is best
- Flexible to implement ideas, even when they are not their first choice
- Contributes to a healthy work-place environment

General

- Reports to Executive Pastor
- 40 hours/week
- Compensation commensurate with experience

- Schedule: Sunday 8am-2pm, Tues-Fri 9am-5pm, occasional other assignments