



COLONIAL PRESBYTERIAN CHURCH

COMMUNICATIONS DIRECTOR

Job Description

JOB SUMMARY

The Communications Director will be responsible for the development, management, and execution of communication strategies for the church and community audiences. The right individual will support church and ministry leaders by conveying the cohesive vision of Colonial and translating that vision into communications priorities. This position requires a person who is a strategic communications thinker, good manager, creative director, problem solver, team builder, and will take initiative.

WORKING RELATIONSHIPS

Reports to: Executive Director of Ministry & Programs

Supervises: Communications Team

Collaborates with: Pastors and all Ministries directors.

Ministry Teams: member of the Worship Planning Team (weekly), member of the Directors Team (monthly)

RESPONSIBILITIES

- **Proactively collaborate with ministries** to support their communication needs by soliciting information from ministry leaders to organize and plan communications messages in a timely manner.
- **Developing and Implementing Communication Strategies:** Creating comprehensive communication plans to effectively convey the church's mission, values, and events to the congregation and the public. Partners with ministry leaders to support their ministry initiative by developing effective communication to multiple audiences.
- **Managing Digital Communication Channels:** Overseeing the church's website, social media accounts, email newsletters, and other digital platforms to ensure consistent and engaging content.
- **Graphic Design and Branding:** Ensuring that all communication materials, both digital and print, adhere to the church's branding guidelines and are visually appealing and effective.
- **Event Promotion:** Developing promotional materials and strategies to publicize church events, programs, and activities.
- **Internal Communication:** Facilitating communication within the church staff and leadership, ensuring that everyone is informed and aligned with the church's goals and initiatives.

- **Community Outreach:** Collaborating with other ministries and community organizations to promote the church's involvement in community service and outreach programs.
- **Volunteer Management:** Recruiting, training, and coordinating volunteers to assist with various communication-related tasks, such as social media management and event promotion.
- **Evaluation and Reporting:** Monitoring the effectiveness of communication strategies and initiatives through analytics and feedback and providing regular reports to church leadership.
- **Lead and manage staff and volunteers.**
- **Serves as the communications gatekeeper:** Keeping communications requests on time and on budget. Conversely, they will strive to not be an inflexible gatekeeper or bottleneck the process.

SKILLS & REQUIREMENTS

- Have a vibrant personal relationship with Jesus Christ as Lord and Savior, God, and the Spirit.
- Possesses a lifestyle of Christian maturity, integrity, and discipline that serves as an example to ministry partners.
- Excellent Written and Verbal Communication.
- Digital and Social Media Proficiency.
- **Graphic Design and Multimedia Skills:** Proficiency in graphic design software and an eye for visual storytelling to create compelling graphics, videos, and other multimedia content.
- **Strategic Thinking and Planning:** The ability to develop and execute comprehensive communication strategies that align with the church's mission and goals, as well as the capacity to adapt these strategies in response to changing circumstances.
- **Collaboration and Teamwork:** The capacity to work collaboratively with other church staff members, volunteers, and external partners to achieve communication goals and support the overall mission of the church.
- **Project Management Skills:** Strong organizational skills and the ability to manage multiple projects simultaneously, set priorities, and meet deadlines.
- **Analytical and Reporting Skills:** Proficiency in analyzing communication metrics and data to evaluate the effectiveness of communication strategies and make data-driven decisions.
- **Commitment to the Mission:** A deep understanding of and commitment to the mission of Colonial Presbyterian Church and to the EPC beliefs, as well as a passion for using communication to advance this mission and engage with the community.
- Possess a spirit of service and humility in fulfilling job responsibilities.

Gifts, Skills, and Talents

- **LEADERSHIP:** Leader, big-picture planner, ministry partner, and motivator. Lead and manage staff and volunteers to implement communications strategies. Provide leadership and management in communications and marketing through print and electronic vehicles.
- **COACHING/TRAINING:** Educate people about procedures and processes for communicating church messages. Meet them where they are in their level of understanding and help them come to know what we do and why we do it and how they can contribute to the overall effectiveness of church communications.
- **CREATIVITY:** Continually look for ways to communicate existing church-wide and ministry programs in creative ways that will evoke a response from the congregation and community.

- **MARKETING/PUBLIC RELATIONS:** Assess and determine the most effective ways to communicate a message to its intended audience.
- **ORGANIZATIONAL/PLANNING:** Understand vision cast by leadership and organize communications messages in a way that best reflects church priorities.
- **RELATIONAL:** Sit at the table with leadership and act as an advocate for creative and clear communications. Connect with ministries on a personal face-to-face and regular basis to understand their ministries' needs and wants.
- **WRITING:** Strong writing, editing and proofreading skills. This individual serves as the “eyes” for all things print and electronic, looking for clear communication, brand presence and consistency.
- **DESIGN:** Knows and can direct basic design principles utilizing software such as Adobe Photoshop and InDesign.
- **SOCIAL MEDIA:** Strategic oversight of social media channels and posts, campaigns to push major church objectives, and outreach to new audiences in the community.
- **VIDEO:** Knows how to manage a video project from conception, production, working with content creators, make editorial decisions, protect and enforce style, and make sure projects are delivered on time.

POSITION

- Full-time exempt.
- Must be flexible in working hours with the ability to participate or lead activities during evenings, weekends and holidays.
- Be available to regularly observe Sunday communications.

AGREEMENT

I've read and understand the duties and responsibilities of this position.

Signature _____ Date: _____

We endorse the above for this position and affirm our support to help them achieve the ministry they have accepted.

LEAD PASTOR _____ Date: _____

EXEC. DIRECTOR _____ Date: _____

HUMAN RESOURCES _____ Date: _____