

Hope Community Church Job Description

Job Title: Communications Director
Role for:
Reports to: Executive Director of Operations
Supervises: Communications and Film Teams
FLSA Status: Exempt



Role Summary:

The Communications Director develops and guides Hope's communications strategy, doing so in partnership with ministry leaders and in alignment with Hope's broader ministry strategies. This role is responsible for team leadership, promotions and marketing, branding and design, digital and film media.

Key Result Areas:

Leadership

1. LMA (Lead, Manage, Hold Accountable) the Communications and Film Teams by setting expectations consistent with Hope's values and aligning work to ministry strategies.
2. Provide developmental opportunities for team members to encourage continual growth.
3. Develop the church's communication strategy ensuring consistency with Hope's voice, steward needed resources, and regularly evaluate for effectiveness the reach, engagement, and alignment with the church's ministry objectives.

Promotions, Marketing & Brand Management

1. Proactively develop strategies to clarify and communicate the weekly messaging of the church in partnership with all levels of ministry leadership.
2. Collaborate with ministry leaders on effectively promoting church ministries, events, and activities to target audiences.
3. Oversee all print and digital design and finished material, ensuring they represent Hope's brand and are executed with excellence.
4. Establish positive media relationships with media by serving as primary media contact and developing policies and procedures for media interactions.

Digital, Film & Social Media

1. Maximize use of digital channels within Hope's digital engagement strategy.
2. Oversee film content creation and ensure the excellent quality of finished products, including relevance and effectiveness for target audiences.
3. Oversee Hope's social media strategy, including messaging, ad campaigns, and creatively building connection and engagement with followers.

Essential responsibilities and duties: (*defines key tasks and relationships for success in this role. Sample starter statements below. Review and revise when preparing to hire a new person.*)

- Attend weekly staff, team, and leadership meetings.
- Plan and align marketing and promotions campaigns to churchwide goals.
- Maintain a healthy team culture through positive working relationships and workflow management.
- Collaborate regularly with the Lead Pastor, Creative Arts, Adult, and Family Ministry Directors.
- Affirm and support the statement of faith of Hope Community Church.
- Abide by and support HR policies and abide by all budget allocations.
- Actively involved in the life / culture of Hope.
- Able to lift 30 pounds.
- Other duties as assigned.

Key Competencies and Preferred Experience: (*"raw materials" needed to succeed in the role – review when filling with a new person*)

- Outstanding ability to encourage and develop others – must have very strong interpersonal skills.
- Strong planning, organization skills, and proven ability to take projects from start to finish.

- Strong communication skills, including written and verbal.
- Flexibility, adaptability, and self-motivation, while also being able to function cooperatively as a team member.
- Working proficiency of Microsoft Office 365 suite (Teams, Outlook, Word, Excel, etc.).
- Working proficiency of Creative suite and workflow programs (Adobe suite, Monday, etc.).
- Commitment to improvement, seeks constructive feedback, understands strengths and weaknesses.
- Align with the vision, values, and doctrinal statement of Hope.
- Four-year degree in communications, media, or related field, or equivalent work experience preferred.
- Experience managing a team and working in a multisite environment preferred.

Employee Signature

Date

Executive Director Signature

Date