



Communications Director  
Position Description  
2023

## POSITION SUMMARY

The Communications Director will set the direction as well as the strategic implementation of all internal and external communications to consistently articulate and fulfill Trinity's mission and vision. Each week they will be developing and applying consistent, creative elements to all digital, print and video communications & Sunday events. Primary responsibilities include leading collaborative processes, creating storytelling content, reporting on impacts and reach, and proactively working towards the vision, mission, and values of Trinity Church. This individual will be a creative, innovative, strategic thinker and a relational results-driven team leader.

Position Title: Communications Director

Classification: Part-Time, hourly or volunteer, 15-20 hours/wk

Accountable to: Connections Director

Education: Bachelor's degree

Experience: 2 years minimum of experience in related field

## QUALIFICATIONS

### Personal

- A heart for the local church
- Emotionally healthy
- A growing relationship with Jesus Christ
- A passion to help others find and follow Jesus
- Integrity
- Servant
- Humble
- Teachable
- Intrinsically motivated
- Energized by People

## RESPONSIBILITIES

- Managing the communications administration, volunteers, calendar, workloads.
- Setting strategic and creative direction
- Overseeing the use of communication tools - website, app, social media, YouTube
- Leading all efforts related to the creation and development of Trinity Church's web and app presence
- Proactively working to make sure Trinity Church maintains an effective presence on the web
- Coordinating webpage & weekly email maintenance—ensuring that new and consistent information (article links, stories, and events) is posted regularly
- Developing a system to organize, prioritize and communicate promotional items related to Trinity Church
- Creating communication strategies to market, inform, and promote teaching series, big events, and other campaigns assigned
- Monitoring the look, vibe, and feel of all promotional materials representing Trinity Church
- Overseeing all written materials related to promotions
- Leading efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness
- Creating a system of quality control for all communications the church produces, including print, email, social media, web, mobile app, signage, etc. Ensuring every piece of content is technically effective, grammatically correct, doctrinally accurate, and within the church's brand framework
- Overseeing the use of logos and images that represent Trinity Church
- Evaluating and maintaining processes used for communications project management
- Providing creative problem solving when urgent or crisis communication is needed
- Reporting on communications work and outcomes