



## **ROLE TITLE: Communications Director**

**STATUS:** Part-Time (20 hrs/week)

### **Position Summary**

Execute clear, consistent, and strategic communication that drives engagement, attendance, and next steps across all platforms.

### **Key Responsibilities**

#### **Communication Management**

- **Oversee and execute:**
  - Weekly newsletters
  - Church-wide emails, notifications, and announcements
- Ensure messaging is clear, concise, and aligned with church voice

#### **Social Media Management**

- **Manage and post:**
  - Video content (Reels, Carousels, etc.)
  - Graphic-based posts (announcements, sermon graphics, setlists)
- Maintain consistent posting rhythm and engagement strategy
- Monitor performance and adjust as needed
- Create strategies to grow social media presence

#### **Graphic Creation (Non-Sunday Use)**

- **Design graphics for:**
  - Ministries
  - Events
  - Church-wide communication
- Ensure clarity and brand consistency

#### **Website & App Management**

- Maintain and update all content
- Ensure information is accurate, current, and easy to navigate
- Regularly audit for outdated or missing content

## **Campaign Development**

- Develop campaigns for:
  - Special services (Easter, Christmas)
  - Events and outreach efforts
- Build campaign plans including:
  - Messaging
  - Timeline
  - Platform strategy
- Collaborate with Creative Director for content

## **SEO & Digital Optimization**

- Optimize website for search engines:
  - Titles, descriptions, keywords, structure
- Improve visibility for key searches
- Monitor performance and adjust strategy

## **Collaboration**

- Work with Creative Director (content) and Executive Pastor of Experience (strategy)
- Ensure smooth flow from creation to distribution

## **Reporting Structure**

- Reports Executive Pastor of Experience