Grace of Christ Presbyterian Church

Media and Communications Director

Reports To: Lead Pastor

Employment Status: Full Time

Anticipated Hours / FTE: 37.5

Compensation: Negotiable by experience

Position Purpose

The Media and Communications Director leads Grace of Christ's digital communication, Sunday media, and online presence. The position combines creative production with intentional audience growth, data analysis, and communication strategy to strengthen awareness, participation, and connection.

Core Responsibilities

1. Strategy
    a. Work with Lead Pastor to develop an integrated media strategy based on the church's vision.
    b. Regularly evaluate efficacy of media strategy.
    c. Partner with Community Coordinator to increase community awareness of Grace of Christ events, programs, service opportunities, and partnerships.
    d. Support brand consistency, messaging, visual communication, and storytelling across platforms.
    e. Develop annual budget, goals, and measures, review and revise quarterly.

2. Sunday
    a. Oversee and execute Sunday morning media needs, including presentation and digital content supporting worship and communication.

3. Online Media
    a. Manage and strengthen Grace of Christ's website, social media platforms, and broader online presence.
    b. Develop and execute a social media growth strategy aligned with the church's mission and ministry priorities.
    c. Track digital engagement, audience growth, reach, and other relevant data; use findings to improve communication strategy.
    d. Develop consistent communication rhythms for church events, ministry opportunities, outreach, and community initiatives.
    e. Provide podcasting, video recording, editing, and production support for the Lead Pastor, including development of content that can extend teaching and ministry beyond Sunday morning.
4. IT Infrastructure
    a. Perform an initial review of IT infrastructure and suggest revisions/modernizations
    b. Oversee regular maintenance of technology infrastructure

Collaboration & Shared Leadership

This position works closely with the Lead Pastor and Community Coordinator so that communication is integrated with ministry strategy, community development, outreach, events, and congregational life.

Desired Qualifications

Experience in communications, social media management, digital media, video/audio production, marketing, ministry communications, or a related field. Familiarity with analytics and content performance is strongly preferred. Knowledge of IT management or ability to learn is necessary.

Mission Alignment

The person serving in this role should support the mission, theology, and ministry priorities of Grace of Christ Presbyterian Church and contribute to a culture of reconciliation, hospitality, service, spiritual formation, and meaningful connection.