

Communications Director

Position Type: Full-Time

Reports To: Chief Operating Officer (COO)

Location: Atmosphere Church

Position Summary

The Communications Director plays a critical role in ensuring clear, consistent, and effective communication across every area of the church. This person will oversee communication systems, digital platforms, organizational alignment, and Guest Services—helping staff, ministries, volunteers, and Sunday experiences move forward with clarity and momentum.

This role is both strategic and highly executional. It requires someone who is organized, proactive, and thrives in a fast-moving environment—bringing order to complexity and ensuring nothing falls through the cracks.

We're looking for someone with the intuition and precision of Donna Paulsen (from the TV series *Suits*) and the energy and optimism of Tigger—someone who brings order, momentum, hospitality, and joy to everyone they interact with.

Key Responsibilities

Communication Strategy & Execution

- Develop and implement a communication strategy aligned with the church's mission and vision
- Ensure consistent messaging across all platforms (website, app, social media, email, in-service announcements)
- Collaborate with ministry leaders to promote events, initiatives, and key moments

Systems Management & Planning Center

- Oversee and optimize all Planning Center integrations (Services, Groups, Registrations, People, etc.)
- Ensure events, registrations, and workflows are accurate and up to date
- Train and support staff in proper use of systems
- Build simple, scalable processes that increase efficiency and clarity

Calendar & Organizational Alignment

- Own and manage the master church calendar
- Partner with the COO to align schedules, events, and ministry timelines
- Ensure departments are coordinated and informed
- Reduce scheduling conflicts through proactive planning

Staff Communication & Follow-Up

- Help drive clarity and accountability across the staff team
- Track and follow up on action items from meetings and initiatives
- Support leadership in maintaining alignment and forward momentum

Digital Presence (Website & App)

- Oversee and maintain the church website and mobile app
- Ensure content is current, engaging, and easy to navigate
- Keep events, messages, and next steps clearly communicated

Social Media Leadership

- Lead and develop the social media team
- Oversee content strategy, voice, and consistency
- Monitor engagement and adjust strategy for effectiveness

Frontline Communication (Calls & Texts)

- Oversee systems for responding to incoming calls, texts, and inquiries
- Ensure timely, helpful, and pastoral responses
- Create processes so communication is clear and consistent

Guest Services Leadership

- Shepherd and lead the Guest Services team to create a welcoming and excellent Sunday experience
- Recruit, onboard, and develop new Guest Services volunteers
- Build and manage volunteer schedules to ensure all Guest Services areas are fully staffed each weekend
- Ensure teams are trained, equipped, and serving with excellence and hospitality
- Create systems and processes that help guests feel noticed, welcomed, and connected from the parking lot to the auditorium
- Partner with ministry leaders to continually improve the Sunday guest experience and volunteer culture

Skills & Experience

- Exceptionally organized with strong attention to detail
- Strong written and verbal communication skills
- Proven ability to anticipate needs and solve problems proactively
- High capacity for managing multiple priorities efficiently in a full-time leadership role
- Confident decision-maker who takes initiative without constant direction
- Experience with systems and tools (Planning Center preferred)
- Ability to lead teams, develop volunteers, and build healthy systems
- Ability to lead up, support across, and follow through with excellence

What Success Looks Like

- Clear, consistent communication across all platforms
- A well-managed and highly functional church calendar
- Systems that are simple, organized, and used effectively by staff
- Strong alignment and follow-through across the team
- A growing and engaging digital presence
- A thriving, well-trained, and hospitable Guest Services team
- Guests who feel welcomed, seen, and guided through clear next steps
- No missed communication or unclear next steps