

Position Title	Communications Director
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Ministry/Team:	Worship Arts
Shepherded by:	Worship Arts Minister
Position Type:	☐ Full Time ☒ Exempt ☐ Contract (Date - Date) ☐ Ministerial ☐ Part Time ☐ Nonexempt ☐ Internship
Revised:	July 2026

Position Summary

The Communications Director is a spiritually mature and biblically grounded follower of Jesus who provides visionary leadership for WCC's communication strategy, ensuring every message reflects the church's mission, values, and culture. This role leads the planning, creation, and execution of clear, compelling, and engaging communications that inspire people to take their next step with Jesus. This role serves as both a strategic leader and creative director, equipping staff and volunteers to communicate effectively across print, digital, video, social media, web, email, and in-person environments.

Required Qualifications

- Bachelor's degree and experience in Communication, Marketing, Visual Arts, Media or a related field. Leadership within a ministry or non-profit setting is a plus.
- Experience leading teams and managing creative projects with humility and confidence.
- Demonstrated ability to design creative content across multiple platforms that is culturally relevant and represents WCC's brand consistently. Strong social media content development and management experience.
- Strong relational skills to work effectively with staff, volunteers, and the congregation.
- Excellent written and verbal communication abilities, including editing and coaching communicators.
- Highly proficient with Adobe Creative Suite (or equivalent), photography and photo editing, video production and editing, website content management systems, email platforms, social media management tools, Microsoft 365.
- Committed to growing within their field and actively seeking ways to grow professionally and technically within the greater church community.
- Strong strategic planning, project management and organizational skills.
- Self-motivated leader capable of creating and executing a long-term vision.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by those assigned to this ministry description. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Responsibilities

Weekend Experience

- Collaborate with Worship Arts and Preaching teams to plan and execute production elements for weekend worship services and longer-term planning for Christmas, Good Friday, Easter and church-wide events.
- Manage the production of communication content for weekend services (sermon transcript/notes/slides/app, worship screens, announcements, and print), ensuring consistent branding throughout the guest experience.
- Coordinate and coach weekend hosts and other platform communicators to deliver engaging, authentic, and mission-aligned announcements and transitions.

Communication Strategy

- Develop and lead a comprehensive communication strategy that supports the church's mission and ministry priorities. and aims to reach our community for Jesus.
- Build annual communication plans that align with the church calendar and strategic initiatives.
- Maintain the church's brand, ensuring consistent messaging, voice, and visual identity across every platform.
- Help ministries think strategically about how they communicate with guests, attendees, volunteers, and the community. Manage timelines and production schedules for communication requests.
- Continually seek ways to improve or upgrade our communication capabilities, visual brand, and creative standards.

Creative Direction & Digital Media Production

- Direct and produce sermon series graphics, bumper videos, and teaching materials.
- Oversee and produce content for our church website, social media, email communications, church app, text messaging, digital advertising, and online event promotion. Monitor engagement metrics and recommend improvements.
- Manage project priorities and establish realistic production timelines.
- Ensure communication pieces are visionally engaging and missionally effective.

Develop & Lead Teams

- Recruit, train, and coach volunteer photographers, writers, designers, and social media contributors.
- Foster a culture of creativity, collaboration, innovation, and excellence.

General

- Engage in the life of WCC and the surrounding community, helping to lead the way for people to Follow Jesus Together.
- Partner with the Worship Arts Minister to develop and manage the communication budget.
- May be assigned additional responsibilities as needed.

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Personal Responsibilities

- Maintain a growing walk with the Lord through consistent prayer and the study of scripture.
- Be diligent to maintain a strong family life.
- Be a faithful steward of finances/budget.
- Commit to and uphold our staff values.
- Lead with a humble and teachable spirit, committed to personal and professional growth.
- Strive for excellence and maintain a strong work ethic in all tasks and work responsibilities.
- Model what it means to "equip others to do the work of the ministry" by leading leaders (Eph. 4).
- Help others see problems, study problems, define problems, research solutions, create plans, communicate plans, execute plans, and evaluate progress.
- Guard our Culture: In the chaos of activity and execution it can be difficult to notice when vision, values, and culture begin to drift. As an overseer, we must have an eye for inconsistencies and possess the ability to "feel" the organization. One of our greatest joys and responsibilities is to help people develop into who God created them to be - this includes honest evaluation, missional commitment, selfless generosity and genuine affirmation.

Signature

Date