COMMUNICATIONS DIRECTOR
CENTRAL MINISTRY TEAM
POSITION FOCUS SHEET

JOB TITLE:	Communications Director
DEPARTMENT:	Communications
REPORT TO:	Pastor of Vision & Preaching
DATE REVISED:	Nov 9, 2026
CLASSIFICATION:	Part-Time 20-25 hours

POSITION PURPOSE:
To help fulfill our vision of "Life in Christ for Every Alaskan and the World Beyond" by providing vision, direction and oversight to our Communications and Digital ministry.

ESSENTIAL DUTIES, RESPONSIBILITIES, AND AUTHORITY:
The Director provides churchwide leadership and authority over ChangePoint's communication strategy, branding, presentation, and marketing efforts. Campus and ministry leaders establish ministry priorities and determine what needs to be communicated, while the Director establishes how those messages are communicated. Campus communications personnel are responsible for production and implementation in accordance with churchwide communication standards and direction.

1. Lead ChangePoint's overall communications strategy.
- Maximize the effectiveness and impact of churchwide communications.
- Establish and maintain consistent branding, messaging standards, and visual identity across all campuses.
- Ensure a positive, engaging, and Christ-honoring presence in digital spaces.
- Evaluate communication effectiveness through metrics, including monthly reporting of online reach.

2. Oversee ChangePoint's sermon-related media.
- Provide direction and quality oversight for sermon graphics, introductory videos, ProPresenter templates, and related media.
- Coordinate with preaching leadership and campus communications personnel to ensure timely production and online distribution of sermons and services.

3. Coordinate communications across campuses.
- Provide functional leadership and direction to campus communications personnel.
- Ensure consistent communication standards while supporting campus-specific ministry priorities.

4. Oversee ChangePoint's social media presence.
- Establish standards and strategies for effective, engaging, and consistent social media communication across campuses.
- Manage ChangePoint's social media accounts.

5. Oversee ChangePoint's app.
- Provide direction for the app's content, organization, functionality, and effectiveness.
- Manage ChangePoint's app.

6. Oversee ChangePoint's website.

- Ensure the website effectively communicates ChangePoint's vision, ministries, and opportunities for engagement while maintaining brand consistency.
- Manage ChangePoint's website.

7. Develop and oversee the Communications Department's annual plan and budget.

- Establish priorities, allocate resources, and evaluate progress toward communication goals.

8. Direct churchwide marketing and promotional campaigns.

- Provide strategic direction and coordinate implementation of campaigns in collaboration with campus and ministry leadership.

QUALIFICATIONS:

- 3-5 years of relevant experience.
- Strong writing, editing, and proofreading skills.
- Excellent organizational and time management skills.
- Proficiency in social media and website management.
- Demonstrated ability to provide strategic leadership, coordinate teams, and effectively lead through collaborative relationships.
- Ability to produce quality graphics and videos, either yourself or by working through others.
- Understanding of and alignment with the church's mission and values.
- Understanding of Christian theology, church culture and widely used symbolism.