

Director of Communications

Reports to: Business Administrator
Supervises: Communications Manager
Status: Full-time, Exempt
Location: Charlotte, North Carolina (On-site)
Effective Date: June 2026

Job Summary

The Director of Communications is responsible for setting the vision and strategy for communications to church members of all ages, life stages and needs. Develops communications policies and procedures. Ensures communications adhere to brand guidelines and reflect the values and mission of the church. Supervises the Communications Manager and oversees contractor and vendor relationships. Provides communication services and support to church leadership and ministries, including education, congregational life, mission and outreach, worship and music, schools, recreation, food service, facilities, finance and stewardship, as well as member-led groups. Creates and manages the department's annual operating budget.

Essential Functions:

- Set the vision and strategy for the church's communications, and steward the brand, voice, and visual identity across all channels and audiences.
- Advise church leadership and ministries on communications for events, worship, and key initiatives, translating ministry goals into clear, effective messaging.
- Stay current with communications trends and best practices and recommend new approaches to reach members of all ages and life stages.
- Establish goals and measures for communications effectiveness and report on results.
- Develop and maintain communications policies, processes, and standards, and oversee all platforms — website, email, social media, print, signage, and live streaming.
- Ensure the quality and consistency of the church's content and key deliverables (newsletter, campaign materials, event communications) produced by staff and contractors.
- Produce select communications deliverables and provide backup as needed for staff and contractors.
- Supervise the Communications Manager and manage contractors and vendors, coordinating requests and production to meet deadlines.
- Lead communications for the annual Stewardship campaign in partnership with ministerial leadership.
- Create and manage the department's annual operating budget and provide regular updates on the department's financial, personnel, and operational status.
- Participate in staff meetings.

Qualifications:

- Bachelor's degree required; background in communications, marketing, nonprofit management, or a related field preferred.
- Seven to ten years of experience in communications, development, or a related field, including experience leading projects, teams, or cross-functional initiatives.
- Demonstrated ability to develop and execute communications, development, or campaign strategy.
- Strong project management skills, with a track record of building processes and systems and delivering multiple projects accurately, on time, and within budget.
- Experience developing and managing operating budgets.
- Ability to manage contractors and vendors while maintaining design and production quality.

- Excellent written communication skills, with the ability to maintain a consistent voice, attention to detail, and high-quality output across channels.
- Strong interpersonal and relationship-management skills, with experience partnering with leadership and stakeholders.
- Proficiency with Microsoft 365 apps and communications platforms, including social media, email marketing, content management systems and Adobe Creative Suite.
- Church or faith-based communications experience a plus.

Physical Requirements:

Requires prolonged sitting, some bending, stooping, stretching, standing, and lifting to 30 pounds occasionally. Requires hand-eye coordination and the ability to sufficiently operate a computer and other technology equipment. Requires normal and/or correctable range of hearing and vision.

Work Conditions:

Work in an office environment, involving contact with staff and the congregation. Work requiring deadlines that may include multiple interruptions that can be stressful at times, including interactions with angry or upset congregants. Regular workweek is Monday through Friday with occasional evening and weekend work.

This position description is not intended to be a comprehensive listing of activities, duties or responsibilities that are required for this role.

Contact:

Email resume and cover letter to CovenantCLTjobs@gmail.com.