

COMMUNICATIONS DIRECTOR

OUR MISSION

Our Mission at Rock Point Church is to point people to Jesus by loving them like Jesus and walk alongside them to develop into a fully engaged follower of Jesus. We describe this process in just three words: **Know, Grow, Go.**

GENERAL POSITION DESCRIPTION

The Communications Director will oversee the creation, organization, planning, and implementation of effective communications messages and strategies and support church and ministry leaders in conveying their vision and communications priorities to appropriate audiences through all available media both online and on campus, for example, visual, verbal, print, digital, and social.

Classification: Exempt; Salary // **Status:** Full-Time (40 Hours/Week) // **Team:** Communications // **Supervisor:** Executive Director, Creative Arts

WORK SCHEDULE

- Monday - Friday 9am-5pm (Flexible based on ministry needs)
- Special services, including Easter, Christmas, and events, as needed

ESSENTIAL DUTIES & RESPONSIBILITIES

- Support and participate in the mission, vision, and values of the church and its implementation through church communications.
- Work with Rock Point leadership to effectively communicate the goals and mission of Rock Point Church.
- Work with church and ministry leaders to define, develop, and effectively communicate messages to church-wide and specific audiences.
- Maintain the church brand and all ministry brands to ensure consistent, strategic, and quality brand recognition.
- Work with ministry leaders, the Creative Arts Lead Director, and executive leadership to strategically and creatively promote and oversee implementation of special elements in services and events.
- Cultivate and lead a team of communications staff and volunteers (administrative, coordinators, managers, graphic designers, videographers, photographers, writers, copy editors, etc.).
- Provide creative and strategic leadership over Communications department employees.
- Oversee the creation and execution of all sermon series and ministries' media content.
- Oversee, strategize, and ensure the effective execution of communications on all media and platforms, both on campus (i.e., signage, digital, print media) and online (i.e., web, social, digital bulletin, app) in order to best serve ministry needs.
- Oversee delivery of communications resources for all campaigns and special events as needed.

- Champion and capture stories of life-change within the church and develop ways to creatively communicate those stories through all media and platforms.
- Grow, develop, and instruct a team of presenters for video announcements, live welcome, and special events.
- Manage the operational budget for the Communications department.
- Lead the weekly Communications team meetings and participate in monthly one-on-one meetings with supervisor, creative meetings, and other ministry meetings as assigned.
- Ensure effective analytics on all communication platforms.
- Assist church plants and other church leaders in coaching within your area of expertise.
- Assume other duties as assigned.

COMPETENCIES & PERSONAL QUALIFICATIONS

To perform the job successfully, the individual should demonstrate the following which align with Rock Point's four leadership foundations: Calling, Character, Commitment, and Competency.

Calling

- **Serve** - Has the God-given passion to serve, and the unique spiritual gifting that will enable the leader to define reality, dream a desired future, and design pathways.
- **Initiative** - Asks for and offers help when needed. Has a desire for individual and professional growth and undertakes self-development activities.
- **Spiritual Health** - Has a heart-driven passion for family and for the priority of a spiritually healthy marriage, if applicable.
- **Maintain Spiritual Health** - Is willing to seek pastoral counseling when needed.
- Agrees and aligns with the vision, values, and doctrinal [Statement of Beliefs](#) of Rock Point Church.

Character

- **Interpersonal Skills** - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and acquires clarification; responds well to questions; participates in meetings.
- **Teamwork** - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; is able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Ethics** - Treats people with respect; inspires the trust of others; works ethically and with integrity.
- **Diversity** - Shows respect and sensitivity for cultural differences; promotes a harassment-free environment.
- **Attendance & Punctuality** - Consistently is at work and arrives on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.
- **Dependability** - Follows instructions; responds to management direction; takes responsibility for own actions.

Commitment

- **Customer Service** - Manages difficult or emotional customer situations well; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- **Change Management** - Develops workable implementation plans; communicates changes effectively; builds commitment and overcomes resistance; prepares and supports those affected by change.
- **Safety & Security** - Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions.

Competency

- **Skills** – Develops core skills encouraged by Rock Point from *The Leadership Challenge*: Being People Smart, Modeling the Way, Inspiring a Shared Vision, Challenging the Process, Enabling Others to Act, and Encouraging the Heart.
- **Problem-Solving** - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem-solving situations; uses reason even when dealing with emotional topics.
- **Organizational Support** - Follows policies and procedures; completes administrative tasks correctly and on time; supports Rock Point's goals and values.
- **Judgment** - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
- **Quality** - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

To align with Rock Point's **Core Values**, the individual should demonstrate the following personal qualifications:

- Be committed to spiritual growth.
 - **Biblical Authority** - We have no power without the power of God.
- Be relationally unified.
 - **Relationships** - We don't have to know everybody, but we need to be known by somebody.
- Be servant-hearted.
 - **People** - We are unapologetic about reaching people.
- Operate in grace and truth.
 - **Throat Punch** - We challenge each other with the right truth at the right time and in the right way.
- Have a positive can-do attitude and take initiative.
 - **Leadership** - We let leaders lead, but we don't leave them alone.
- Personable in working with staff and volunteers.
 - **Authenticity** - We care about transparency over perfection.
- Understands grace personally and lives this out through daily application.
 - **Humility** - We pursue God's Kingdom not our kingdom.
- Possess a healthy sense of humor.
 - **Fun** - We take what we do seriously, but not ourselves seriously.

- Possess an appropriate balance of leader/manager and pastor/shepherd.
 - **Effectiveness** - We are relevant, not revolutionary.

REQUIRED CRITICAL SKILLS, TRAINING, AND EDUCATION

- High school diploma
- 5+ years of ministry Communications or Creative Arts experience
- Previous employment in a church Communications or Creative Arts department
- Education or training directly focused on Creative Arts, specifically Communications
- Agrees and aligns with the vision, values, and doctrinal *Statement of Beliefs* of Rock Point Church (<http://rockpointchurch.com/statement-of-beliefs/>)

PREFERRED REQUIREMENTS

- College degree with focus within the realm of church Communications (i.e., Communications, Design, Marketing, etc.)
- Marketing experience
- Design/video/web design experience
- Experience with social media marketing and campaigns
- Previous employment as a ministry Communications Director

PHYSICAL REQUIREMENTS

- While performing the duties of this job, the employee is regularly required to stand and walk and will occasionally be required to do some light lifting (up to 15 pounds).

PERSONAL LIFE REQUIREMENTS (POST-HIRE)

- Model biblical understanding and maintain a consistent personal devotional life.
- Model biblical commitment and become a covenant member of Rock Point Church (exceptions allowed on a case-by-case basis with Lead Team approval).
- Model biblical family life before the body and regularly attend worship services with your family.
- Model biblical integrity and conduct personal life in a manner consistent with Rock Point Church's core values.
- Model biblical community.
- Model biblical generosity and financially support Rock Point Church.