

COMMUNICATIONS DIRECTOR

GENERAL 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:** Josh Winters, Lead Director

Work schedule: Monday - Friday 9a-5p (Flexible based on ministry needs)

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 campaign 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; and
- Assume other duties as assigned.

COMPETENCIES

To perform the job successfully, individual should demonstrate the following:

- **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.
- **Customer Service** - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- **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 gets 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; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Organizational Support** - Follows policies and procedures; completes administrative tasks correctly and on time; supports church'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.
- **Creativity** – Demonstrates an ability to think outside the box and express those ideas in a way that others can understand.
- **Quality** - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

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;
- Model biblical family life before the body and regularly attend worship service with your family;
- Model biblical integrity and conduct personal life in a manner consistent with RPC core values;
- Model biblical community; and
- Model biblical generosity and financially support Rock Point Church.