Communications Director, Pacific Crossroads

Principal Function

Ensure that we are communicating the mission and vision of Crossroads effectively across all spheres of connection to our community.

Specific Responsibilities

Strategy

- Develop and implement yearly and long-term communications strategic plans to support the Ministry Plan and session identified priorities.
- Maintain strategies and objectives on an ongoing basis. Ensure all goals and objectives are accomplished in agreed upon timelines.
- Grow the church’s brand, while verifying all messaging and promotional materials reflect vision, mission, and identity of Pacific Crossroads Church.
- Working with the creative director, ensure all ministry communications needs align with established identity of the church.

Communication Tools

- Responsible for communicating all PCC events, developing comprehensive communications plans in partnership with ministry directors, ELT and Creative Director.
- Partner with appropriate teams to create and manage an effective website that serves two strategic purposes: provides people information about our Sunday services and our ministry and service opportunities, and allows access to a broad, curated library of content, including sermons, worship, and blogs.
- Identify appropriate communication tools to ensure the Ministry plan is being effectively communicated to all internal and external audiences.
- Oversee all film needs, coordinating with the appropriate ministry teams and freelance teams:
  - Film Direction: Create compelling films through careful, creative management including styling, talent direction, camera and grip operation, and data wrangling
  - Film Editing: Oversee the creation of compelling films by carefully curating content, determining best story, audio, and color choice, implementing edit feedback, and exporting finely crafted finished versions.
  - Film Research: Find, save and share relevant, inspirational content.
• Oversee development, implementation, and ongoing updates of PCC branded app, ensuring information is easily available and accessible for members and those new to our community.
• Develop and implement a holistic strategy for announcements in order to increase overall effectiveness, partnering with ministry teams and the worship team as necessary.
• Oversee and implement a survey management system in order to improve event quality and participation.
• Manage long-term strategies for social media and content.

**Senior Pastor Support**

• Support Senior Pastor to ensure that his church-related communications needs are fully staffed, equipped, and addressed as needed.
• Be the subject matter expert for all communications questions and needs.

**Management**

• Manage all full-time and part-time communication team members, helping them grow as subject matter experts in their identified areas, and verifying they meet short-term and long-term strategies, objectives and goals.
• Assign communication teams’ projects and tasks as needed, ensuring all workloads are manageable.
• Oversee the Sunday AV Team and manage all Sunday communication efforts.
• Hire freelancers, including programmers and creative.
• Work with ministries and church personnel to develop process improvements, as defined by Executive Director.
• Manage all long-term projects, including but not limited to, branding launches and church planting.
• Review and approve outgoing messaging and all promotional materials.
• Maintain and develop a simple, clean, system of organization for all communications related documentation and content.

**Data and Metrics**

1. Develop a dashboard tracking success of communication efforts, to evaluate and develop best practices.

**Additional Responsibilities**

• Oversee freelance team in the following area:
  o Short-term project management, supporting ministry and church-wide events and projects.
Weekly communication materials, including regular print items, slides, and any additional printed material.
Weekly external communications, including weekly blog (calendar of content and editing), enews, and website content updates and social media.
Photography and video production.

- Oversee Communications budget
- Oversee, map out, and resolve conflicts on the main church calendar.

Other Responsibilities

- Maintain a vital and growing personal walk with the Lord through committed Bible Study, prayer and meditation.
- Be a member of Pacific Crossroads Church, or plan to become one within 2 months of employment.
- Adhere to all policies as outlined in the Pacific Crossroads’ Employee Handbook.

If interested, email resume and cover letter to Simone at sdeblasio@pacificcrossroads.org