



CHRIST COVENANT  
CHURCH

## Director of Communications

### SUMMARY JOB DESCRIPTION

The Director of Communications will create, implement and oversee communications programs that effectively describe and promote Christ Covenant Church's mission. They will direct the efforts of the social media, communications and public relations staff and coordinate at the strategic and tactical levels with the other functions of the Church. The Director of Communications will work closely with the Senior Pastor, Senior Director of Church Administration, and senior staff on a variety of strategic initiatives.

### QUALIFICATIONS

- Committed follower of Jesus Christ. Committed to personal integrity and prayer in all aspects of personal and professional life.
- Desire to enable the success of the Christ Covenant staff and volunteers through communications.
- Demonstrates an understanding and is able to communicate the reformed faith
- A Communing member of Christ Covenant Church or a willingness to become a member.
- Bachelor's degree in journalism, communications, marketing or public relations preferred. Experience working with volunteers is desirable.
- Position requires contact with confidential information therefore individual must have a proven degree of credibility and professional maturity.

### REQUIRED SKILLS & ABILITIES

- Well trained in and entrepreneurial with social media platforms and cutting-edge technologies.
- Marketplace insights to craft a communications strategy and plan to support the Church's vision.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Relationship builder with the flexibility and finesse to "manage by influence". Sincere commitment to work collaboratively with all constituent groups, including staff, church leadership, volunteers, church members, program participants, and other supporters.
- Excellent writing, editing, proofreading, layout and design, professional printing/publishing skills – including the ability to present concepts verbally.
- Strong computer and graphics skills. Proficiency with web design software, specifically Word Press is required. Strong knowledge and understanding of current trends in digital media/social media.

### SUPPORTING EXPERIENCE

- Skill in the design and execution of marketing, communications and public relations strategies.
- Experience leveraging technology, web tools and social media to effectively promote and communicate.
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel.
- Successful experience writing press releases, making presentations and negotiating with media. Experience overseeing the design and production of print materials and publications.

## **ESSENTIAL FUNCTIONS, EXPECTATIONS & RESPONSIBILITIES**

### **ADMINISTRATION AND MANAGEMENT 40%**

- Develop, implement and monitor systems and procedures necessary for the smooth operation of marketing/communications/public relations mission, goals and financial objectives. Report progress to the Sr. Director of Administration and/or Sr. Pastor.
- Manage media relations and maximize media opportunities. Communicate with the press including the proactive maintenance of relationships. Drive strategy and message development, pitch and announcement strategies.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly. Create rich and creative content that is optimized for search engines.
- Continually evaluate the communications plan across the Church’s audiences in collaboration with the communications team and constituents. Track the level of engagement within the network over time.
- Manage development, distribution, and maintenance of all other print and electronic collateral including, but not limited to, newsletters, brochures, annual report, press releases, and Christ Covenant’s website and other social media presence (Twitter, Instagram, etc.), and special projects and assignments.

### **EXECUTIVE SUPPORT 20%**

- Fulfill the Church’s commitment to be a “resource church” to the denomination, to mission partners, to like-minded churches/schools/seminaries, and to the greater body of Christ through the effective use of information technology and communications.
- Support the Sr. Pastor and the Sr. Director of Church Administration in the management of the communication portion of their responsibilities. Write, edit and assist in special announcements and communications from Pastors and/or Officers.
- Strategize with leadership to disseminate the Church’s vision to staff, church leadership and congregants.

### **DEVELOPMENT - WRITING/EDITING 10%**

- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, and the specific ministry life of the Church and use this information to help the Church operate with initiative and innovation.
- Develop branding initiatives, internal communications and external media relations, and manage Christ Covenant Church’s consistent branding and reputation.
- Oversees all print and electronic content and assures editorial style consistency (grammar, punctuation, clarity, consistency of style, and information accuracy).

### **SUPERVISION 10%**

- Mentor and lead the Christ Covenant communication’s team responsible for website administration, social media administration, print media administration and other communication support personnel.
- Supervise the Church receptionists by directing their daily activities and their back up support.

## **REPORTING RELATIONSHIPS**

The Director of Communications will report to the Senior Director of Church Administration.