



Communications Director Job Opening

Wildwood Church is a Presbyterian Church (PCA) in Tallahassee, Florida, and we are looking for our next Communications Director. We are looking for someone who will partner with us to reach our mission of making mature and equipped disciples of Jesus who live with Gospel purpose.

1. Position Purpose: The Communications Director (CD) will create, organize, plan and implement effective communications messages and strategies for/with church and community audiences. The CD will partner with Wildwood Church and its ministry leaders to convey their vision and communications priorities to appropriate audiences.

2. Scope of Responsibility

The CD will develop and oversee a multi-channel communications strategy driven by Wildwood's mission/vision/values with the goal of unifying and aligning everyday messaging with Wildwood's voice, goals and priorities. The CD will ensure high-quality and high-impact communication reach both internal and external of Wildwood Church by utilizing web, print, social media and video communication methods.

3. Essential Characteristics

The Communications Director will have proficiency in the following areas:

CHARACTER

A committed Christian whose manner of life is consistent with the faith he/she professes and also a mature Christian who meets Biblical qualifications for leadership. Endorse the ministry philosophy and be enthusiastic about the mission and vision of Wildwood Church.

LEADERSHIP

Leader, big-picture planner, ministry partner, coach and motivator. Lead and manage other staff and volunteers to implement communications strategies. Provide leadership and management in the area of external/internal communications and marketing through print and electronic avenues for our church.

COACHING/TRAINING

Educate people about procedures and processes for communicating church messages. Train them in their level of understanding and help them come to know what we do and why we do it and how they can contribute to the overall effectiveness of church communications.

CREATIVITY

Continually look for ways to communicate existing churchwide and ministry programs in creative ways that will evoke a response from the congregation and community.

MARKETING/PUBLIC RELATIONS

Assess and determine the most effective ways to communicate to intended audiences.

To apply: email a current resume, photo and philosophy of ministry to tveleber@wildwoodtlh.com

ORGANIZATIONAL/PLANNING

Understand vision cast by leadership and organize communications messages in a way that best reflects church priorities.

RELATIONAL

Sit at the table with leadership and act as an advocate for creative and clear communications.

Connect with ministries on a personal face-to-face and regular basis to understand their ministries' goals and needs.

COMPUTER PROFICIENCY

Must be extremely comfortable working with computers and learning new software/ technology as needed.

WRITING/DESIGN

Demonstrates strong copywriting and editing skills. Communicate clearly and effectively using the written word. Familiar with or can quickly learn and direct basic design principles.

4. Essential Duties

- Work to develop communications processes and define priorities to create an environment in which messages can be communicated clearly, creatively and effectively.
- Own and manage the church's brand/identity.
- Keep social media/website engaging and aligned with the digital ministry plan.
- Participate in the creation of digital, video and print content.
- Develop a system for capturing and sharing stories of life change and ministry impact for sharing across all communications channels.
- Measure and report engagement across various platforms.

5. Education and Experience Requirements

A Bachelor's degree (Communications, Marketing, etc.) and/or document previous employment in a position that would demonstrate skills commensurate to a Bachelor's Degree.

7. Skills and Experience

- Experience working in communications at medium to large-sized church
- Superb writing, editing and oral communication skills
- Organizational and managerial skills
- Facility with Microsoft Office, Adobe Creative Suite or other publishing software
- Facility with Final Cut or other video editing software
- Facility with back-end and front-end design of websites
- Competency with photography and videography

8. Work Hours, Compensation and Benefits

- The CD position is a full-time salaried staff position with insurance and benefits - Salary and benefits commensurate with experience

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