

## **COMMUNICATIONS DIRECTOR**

### **JOB DESCRIPTION**

#### **GENERAL DESCRIPTION:**

The Director of Communications directs and coordinates the planning, implementation and evaluation of the overall marketing communications efforts at Spanish River Church. The Director of Communications oversees all communication outlets of SRC, including social media, web presence, public relations, promotion, advertising, media relations, email marketing, multimedia, photography, and print/digital communications. The Director of Communications is also responsible for setting the tone of voice, and establishing and maintaining the brand of Spanish River Church. This individual will be a creative, innovative, strategic thinker and a results-driven team leader and administrator.

#### **REPORTS TO:**

The Executive Pastor and Lead Pastor

#### **TEAM MEMBERSHIP:**

Leadership Team, Communications Department

#### **PRIMARY JOB FUNCTIONS INCLUDE (BUT NOT LIMITED TO):**

#### **KEY RESPONSIBILITIES:**

##### **Website**

- Lead all efforts related to the creation and development of the Spanish River Church, Church Planting, Counseling Center and Spanish River Christian School websites;
- Proactively work to ensure Spanish River Church maintains an effective presence on the web including style/presence, search engines, and new technology;
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) are posted regularly.

##### **Promotions**

- Develop systems to organize, prioritize and communicate promotional items related to Spanish River Church, Spanish River Counseling Center, and Spanish River School;
- Create communication strategies to market, inform, and promote teaching series, big events and other marketing campaigns assigned;
- Oversee all written materials related to promotions.

### **Social Media**

- Manage ongoing social media messaging and communication strategies;
- Creatively build followings on various social media outlets including but not limited to Facebook and Instagram.

### **Design and Brand Management**

- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence and effectiveness;
- Supervises Communications Team Designer to network with paid and volunteer artists to develop graphic designs;
- Monitor the look, vibe, feel and appeal of all promotional materials representing Spanish River Church;
- Oversee the use of logos and images that represent Spanish River Church.

### **Worship Arts Team Cooperation**

- Work alongside the Worship Arts Team to create consistency in messaging from all aspects;
- Develop creative ways to communicate desired messages;
- Join brainstorming and creative sessions.

### **Media Relations**

- Create positive relationships with local and national media;
- Oversee efforts related to securing or responding to media attention;
- Develop policy and procedures related to media relations.

### **Volunteer Teams**

- Enlist, equip and encourage qualified volunteers such as artists, designers, photographers and writers.
- Design and set up Worship Center Lobby for events and holiday services in cooperation with the Communications Team Designer.

### **Leadership**

- The Communications Director must be dedicated to leading a team of employees and fostering the growth and strength of their God-given gifts and talents within the Communications Team;
- The Communications Director must be willing to go outside of his/her space to encourage and uplift all of the employees of Spanish River Church as he/she guides them through the Communications and Branding style guide.

**Qualifications Required**

- A heart for the local church, a growing relationship with Jesus Christ and a passion to help others find and follow Jesus;
- Highly collaborative style; experience developing and implementing communications strategies;
- Degree in Communications, media or related field preferred, or a minimum of 3-5 years of experience in Communications;
- Demonstrable competency in Adobe Creative Suite;
- Proven ability to take projects from beginning to completion;
- Organized and able to manage multiple projects;
- Action-oriented; displays focus, passion and initiative. Takes appropriate action when something needs to be done;
- Relates well to all kinds of people, builds effective relationships, communicates effectively both interpersonally and corporately;
- Organized, creative thinker, highly productive, able to work in a fast-paced environment;
- Committed to improvement; seeks constructive criticism
- Excellent written and oral communication skills.

**Personal Requirements**

- Team Player
- Self-Starter
- Energetic and Outgoing
- Organized
- Creative and Collaborative
- Possess an 'anything is possible' mentality

**Spiritual Gifts**

- Craftsmanship
- Leadership
- Evangelism

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**JOB DESCRIPTION LAST EDITED: 10/10/2022**  
**EDITED BY: AMANDA SHAVER**

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**EMPLOYEE SIGNATURE: \_\_\_\_\_**