

Communications Director  
Hilton Head Presbyterian Church

**Qualifications**

- A passion to see the local church be effective in building God's kingdom.
- An enthusiastic attitude that contributes to a positive staff culture.
- Bachelor's degree preferably in communications, marketing, public relations, or a related field. Experience in one of these fields preferred.
- Exceptional computer skills, including creative suite applications.
- Advanced communication skills: verbal, written, copy editing, and proofreading skills.
- Ability to engage and manage vendors.
- Familiarity with language relevant to church structures and programming.

**Responsibilities**

- Communications Strategy
  - In partnership with the Executive Director, develop and implement a communications strategy that leverages the best available tools, while contextualized to a church audience.
  - Develop a holistic communications strategy for our various channels.
- Ministry Promotion
  - Develop systems and strategies for weekly, monthly, quarterly, and yearly communication of church activities, in partnership with ministry leaders.
  - Oversee all print and digital materials related to promotions.
- Digital and Print Communication
  - Lead all efforts related to the creation, strategy, and execution of HHPC digital communication channels (web, social, email)
  - Implement a social media strategy that promotes engagement with HHPC's vision and mission.
- HHPC Website
  - Implement a web strategy that reaches current members and potential visitors.
  - Update the website content weekly or as needed.
- Design and Brand Management
  - Develop standards of design excellence and communicate them to staff.
  - Assure design and promotional materials meet standards of excellence and style.
  - Create graphics that go with HHPC sermon series and events.
  - Be aware of design trends and adjust HHPC's look when necessary.
- Database and Registrations
  - Develop and implement strategies for managing membership database.
  - Assure effectiveness, efficiency, and confidentiality of church systems that capture member and attendee information.
- Crisis Communication
  - Responsive to leadership when emergency communication is necessary.
  - Craft language for sensitive communications.