
COMMUNICATIONS DIRECTOR JOB DESCRIPTION

Communications Director

Just as your church has directors, coordinators and assistants in place for childrens', students', worship and teaching ministries, we encourage you to approach communications in a similar way. Communications should be a centralized ministry of your church with resources, responsibilities and measurable objectives. There is no *Silver Bullet Solution* to your communications needs - however, a great Communications Director IS the first step to implementing systematic changes on multiple levels within your organization.

The Communications Director will serve in a leadership role to:

- Unify and align communications.
- Partner with ministries, meeting with them and creating communications plans to mobilize their specific audiences to respond.
- Ensure high-quality and highest impact communications are created for both internal and external audiences.

The Communications Director needs to:

- Have a seat at the table with the Teaching/Preaching Team and Church Council/Elders to be informed of leadership priorities and decisions, with permission to speak into communications/marketing issues.
- Have time to proactively plan and work with ministries to support their communications needs.
- Lead and manage coordinators, assistants and volunteers to help implement communications strategies and tactics. This team could be asked to:
 - Keep social media and website fresh and engaging
 - Network with other church communications teams
 - Collect and tell stories of life change
 - Photograph the congregation/members on Sundays, mission trips, VBS, etc.
 - Help strategize and plan communications/marketing for 6-12 months
 - Own and manage the church's brand/identity
- Carry out the day-to-day tasks of facilitating communications/marketing.
- Not be heavily involved in other areas of leadership or support.
- Be proficient in writing/editing, graphic design, communication, strategy and multi-tasking.

This person is a:

- Facilitator
- Creative Director
- Partner for Improvement
- Problem-Solver
- Leader

This person is not a:

- Gatekeeper/Bottleneck
- Production Artist
- IT Professional
- Administration Assistant

This person's Clifton StrengthsFinder might include:

- **RESPONSIBILITY:** Forces this person to take psychological ownership over anything they commit to. Whether large or small, they feel emotionally bound to follow it through to completion and can be depended on to get things done.
- **DEVELOPER:** This person sees individuals for their potential. They look for ways to challenge them and help them grow. Signs of growth and of potential being realized give this person energy.
- **STRATEGIC:** Able to sort through the clutter and find the best route; to see patterns where others simply see complexity.
- **ACTIVATOR:** Activators cannot not act. They make a decision, take action, look at the result and learn. This learning informs the next action. They believe they cannot grow without taking the next step.
- **COMMUNICATION:** Communicators like to explain, to describe, to host, to speak in public and to write. They feel a need to bring ideas and events to life; to energize them and to make them exciting and vivid.

Note: For more information see strengthsfinder.com.

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Overview

The Communications Director will create, organize, plan and implement effective communications messages and strategies for/with church and community audiences. The individual will support church and ministry leaders in conveying their vision and communications priorities to appropriate audiences.

Specific Skills, Gifts, Talents Needed

- **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 vehicles for the church.
- **COACHING/TRAINING:** Educate people about procedures and processes for communicating church messages. Meet them where they are 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 church-wide 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 a message to its intended audience.
- **ORGANIZATIONAL/PLANNING:** Understand vision cast by leadership and organize communications messages in a way that best reflects church priorities.

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Specific Skills, Gifts, Talents Needed (cont.)

- **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' needs and wants.
- **COMPUTER PROFICIENCY:** Must be extremely comfortable working with computers. Ability to take on basic design work.
- **WRITING:** Adapt written text to match the medium through which it is being communicated. Communicate clearly and effectively using the written word.
- **DESIGN:** Knows or can quickly learn and direct basic design principles utilizing software such as Adobe Photoshop and InDesign.

Responsibilities

- Work with church and ministry leaders to develop communications processes and define priorities to create an environment in which messages can be communicated clearly, creatively and effectively.
- Work with church and ministry leaders to define, develop and effectively communicate messages to church-wide and specific audiences.
- Solicit information from church and ministry leaders to organize and plan communications messages in a timely manner.
- Create, organize, plan and implement effective communications messages and strategies to church and community audiences. The individual will support church and ministry leaders in conveying their vision and communications priorities to appropriate audiences.
- Serves as air traffic controller, keeping communications requests on time and on budget.

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Responsibilities (cont.)

- Cultivate, lead and manage a team of communications ministry volunteers (writers, photographers, designers, etc.).
- Work with church and ministry leaders to develop communications messages to reach those not currently associated with the church.
- Create and implement a strategy for becoming more visible in the community.
- Write and edit communications messages for use in various mediums and audiences.
- Keep ears open to stories of life-change within the church. Develop ways to creatively communicate those stories via video, interviews, newsletter, eNews, etc.
- Facilitates proactive communications ideas, calendaring, and church-wide and ministry-specific initiatives. This individual is a visionary with a contagious spirit to see how the church can be concise, clear and creative in their communications.
- Responsible for maintaining and updating the website on a regular basis and serves as the Webmaster for church's website.
- Strong writing, editing and proofreading skills. This individual serves as the "eyes" for all things print and electronic, looking for clear communication, brand presence and consistency.
- Is current on creative, communications and technological trends and looks for opportunities to use this information to more effectively communicate with the community and church family.



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