

COMMUNICATIONS DIRECTOR

GENERAL DESCRIPTION

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

Classification: Exempt; Salary // **Status:** Full-Time (40 Hours/Week) // **Team:** Communications // **Supervisor:** Josh Winters, Lead Director

Work schedule: Monday - Friday 9a-5p (Flexible based on ministry needs)

ESSENTIAL DUTIES & RESPONSIBILITIES

- Work with church and ministry leaders to define, develop, and effectively communicate messages to church-wide and specific audiences;
- Manage the Rock Point Church brand to ensure consistency, presence, and quality;
- Cultivate, lead, and manage team of Communications staff and volunteers (writers, photographers, designers, etc.);
- Provide creative and strategic leadership over Communications department employees;
- Work with Rock Point leadership to effectively communicate the goals and mission of Rock Point Church;
- Oversee creation of all original Rock Point sermon series media content and ministry branding;
- Strategize and organize communications on all platforms in order to best serve ministry needs;
- Provide communications resources for all campaign and special events as needed;
- Keep ears open to stories of life-change within the church. Develop ways to creatively communicate those stories through all media;
- Write, adapt, and/or edit communications messages for use in various media and audiences;
- Grow, develop, and instruct a team of presenters for video announcements, live welcome, and special events; and
- Manage the operational budget for the Communications department.

COMPETENCIES

To perform the job successfully, individual should demonstrate the following:

- **Problem Solving** - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- **Customer Service** - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

- **Interpersonal Skills** - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; participates in meetings.
- **Teamwork** - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.
- **Organizational Support** - Follows policies and procedures; completes administrative tasks correctly and on time; supports church's goals and values.
- **Judgment** - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.
- **Quality** - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

REQUIRED CRITICAL SKILLS, TRAINING, AND EDUCATION

- High school diploma
- 5+ years of ministry communications or creative arts experience
- Previous employment in a church communications or creative arts department
- Education or training directly focused on the creative arts
- Agrees and aligns with the vision, values, and doctrinal *Statement of Beliefs* of Rock Point Church. (<http://rockpointchurch.com/statement-of-beliefs/>)

PREFERRED REQUIREMENTS

- College degree with focus within the realm of church communication (i.e. communication, design, marketing, etc.)
- Marketing experience
- Design/video/web-design experience
- Experience with social media marketing and campaigns
- Previous employment as a ministry communications director

PHYSICAL REQUIREMENTS

- While performing the duties of this job, the employee is regularly required to stand and walk and will occasionally be required to do some light lifting (up to 15 pounds).

PERSONAL LIFE REQUIREMENTS (POST HIRE)

- Model biblical understanding and maintain a consistent personal devotional life;
- Model biblical commitment and become a covenant member of Rock Point Church;
- Model biblical family life before the body and regularly attend worship service with your family;
- Model biblical integrity and conduct personal life in a manner consistent with RPC core values;
- Model biblical community; and
- Model biblical generosity and financially support Rock Point Church.