

Job Title: Communications Director
Department: Operations
Reports To: Operations Director
Prepared By: Phil Heller
Approved By: Phil Heller
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Ministry Description

White River Christian Church exists to connect every life to Jesus. The responsibilities of the Communications Director are to create, align, and unify the communication strategies, partner with church and ministry leaders in conveying their vision and communications priorities to the congregation, ensure high quality and the highest impact communications to the community

Create, Align and Unify Communication strategies

- 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.
- Create, organize, plan and implement effective communications messages and strategies to church and community audiences. (weekly bulletin, website, social media, etc.)
- Cultivate, lead and manage a team of volunteers (writers, photographers, designers, artists, etc.)

Partner with church and ministry leaders in conveying their vision

- Facilitate 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.
- Initiates, develops, and maintains media contacts for disseminating information.
- Directs the production of printed publications.
- Keeps communications requests on time and on budget.
- Manages the advertising, public relations, and promotional budget by writing the narrative, projecting costs, determining necessary adjustments and reviewing expenditures.

Ensure quality and the highest impact of communications to the community

- Create and maintain brand presence and consistency that reflects the mission of WRCC.
- Have an eye for good, clean design.
- Identify and implement effective strategies for representing WRCC.
- Write and edit communications messages for use in various mediums and audiences.
- Identifies potential public relations problems and advises WRCC leaders of appropriate preventative actions.

- Serves as the WRCC spokesperson in crisis situations.

Job Qualifications

- Minimum Education: Some college education
- Minimum Experience: 3-5 years
- Minimum Field-of-Expertise: leading/working in a team environment, written preparation and dissemination of information to the public through such media as publications, broadcasting or public speaking
- Preferred Education: Bachelors Degree
- Preferred Experience: 5-10 years
- Preferred Field-of-Expertise: creating and implementing strategy, creating and leading strong team of staff and/or volunteers

Competencies

- Strategic Thinker - Develop effective plans that are in line with the objectives of WRCC. This includes goal setting, long term planning and establishing priorities.
- Problem Solving - Identifies and resolves problems efficiently; Gathers and analyzes information; Develops solutions; Uses reason.
- Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and within budget; Manages project team activities.
- Interpersonal Skills - Listens to others without interrupting; Keeps emotions under control; Supports others' ideas and tries new things.
- Oral Communication - Speaks clearly and persuasively; Listens and gets clarification when necessary; Responds informatively to questions; Demonstrates presentation skills; Participates in, and sometimes leads, meetings.
- Written Communication - Writes clearly and concisely; Edits work; Presents data effectively; Able to read and interpret written information.
- Leadership - Exhibits confidence in self and others; Inspires and motivates others; Accepts feedback from others; Gives recognition when appropriate.
- Managing People - Strong team building skills engaging people both skilled and unskilled in accomplishing tasks and responsibilities; Includes staff in planning and decision-making processes; Makes self accessible to staff; Provides regular performance feedback; Improves processes; Continually works to improve leadership skills.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks.
- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Conserves Church resources.

This individual will be devoted to Jesus Christ and will daily commit to growing their relationship with Him. They will be submissive to the Elders of White River Christian Church.