

# Communications Director

## **Position Summary:**

This position oversees the direction and strategic implementation of all internal and external communications to consistently articulate, enable and fulfill Pulpit Rock Church's mission and vision. Specific attention will be made to expand the digital presence of Pulpit Rock Church.

**Position Reports To:** Executive Pastor of Adult Ministry

**Times and Hours:** This is a 25 hr a week, salaried position. Salary range is \$22,000-\$24,000 annually.

**Supervisory Responsibilities:** Oversees contract workers and volunteer teams

## **Position Duties and Responsibilities:**

### **Website**

- Lead efforts related to the creation and development of Pulpit Rock website
- Proactively work to make sure Pulpit Rock maintains an effective presence on the web including style/presence, search engines, new technology
- Coordinate web site updates and maintenance—ensure that new and consistent information (article links, stories, and events) are posted regularly

### **Strategy/Process**

- Create and execute strategy to effectively communicate with regular attenders, and those currently not connected to Pulpit Rock. This includes:
  - Email Communication, Weekend Service Materials, Text Bulletin, Website, Social Media, Print Materials and Digital Marketing.
- Develop and implement processes for effective and efficient communication
- Build volunteer teams to broaden digital content voices: photo/video, social media, blog
- Work closely with staff and volunteer teams to clearly communicate objectives and timelines.

### **Social Media**

- Manage ongoing social media messaging and communication strategies
- Creatively communicate important information, build followings and expand presence on various social media outlets including Facebook, YouTube and Instagram

### **Volunteer Teams**

- Develop volunteer teams as deemed necessary to accomplish communication goals: photo/video, social media, blog
- Enlist, equip and encourage qualified volunteers such as artists, designers, photographers, videographers, storytellers and writers

**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
- Supervise network of paid and volunteer artists to develop graphic designs and videos.
- Manage and implement use of logos, graphics, and videos that represent Pulpit Rock.

**Qualifications and Required Skills**

- Vibrant and healthy spiritual life.
- Background in Communications, Graphic Design, or Marketing
- Attention to detail
- Experience with project management.
- Creative, innovative, strategic thinker
- Team leader and administrator.