

Communications Director – Job Description

General Description

In support of the Executive Arts Director (EAD), the Communications Director is responsible for reaching and engaging with the various audiences of Lighthouse Church (LH). The Communications Director will champion the marketing and communications strategy of LH from conceptualization to execution, producing all deliverables necessary to support the mission and vision of LH. As a creative wordsmith, the Communications Director will pair relatable, compelling copy with fresh, innovative design and relevant marketing strategies to communicate all Jesus is doing in and through LH. The ideal candidate has a passion for Jesus and is a strategic thinker with exceptional writing skills.

Essential Job Functions

1. In support of the EAD, oversee all major marketing and communication platforms, including but not limited to the LH App, podcast, website, social media channels, print and digital media.
2. Diversify means in which content is communicated, both during worship services and throughout the week, to increase engagement and effectiveness of church-wide and ministry-specific initiatives; conduct regular analysis of implemented plans and provide updated recommendations to improve effectiveness of overarching LH communication strategy and its associated tactics.
3. Collaborate with the Arts Department to develop engaging, innovative content needed for worship services, sermon series, announcements, social media, website, etc.
4. Build engagement with those who interact with LH through our digital channels; start and steward conversations that are important to LH.
5. Collaborate with IT Director to improve the LH App and online presence, increasing reach and effectiveness.
6. Manage, maintain, and develop the LH social media strategy in support of the mission and vision of LH.
7. Develop a system for capturing and sharing stories of those involved at LH across all communications channels as appropriate and on all levels (individual, family, small groups, corporately, etc.) resulting in no less than 4 shared stories per month across varied platforms.
8. Draft correspondence as assigned by leadership to match the tone and voice for all “voices” of LH across all communications platforms, including but not limited to LH Corporate, the Lead, Executive, and Associate Pastor(s), Executive Pastor as directed.
9. Draft and copy edit all print and digital content, including but not limited to printed collateral, pre-service loop graphics, and website.
10. Support the Film Producer on project-by-project basis to create compelling, storied videos that help communicate what Jesus is doing at LH.
11. Recruit, train and lead volunteers to grow and perform in their function, including but not limited to social media and copywriting.
12. Serve as Communicator and Advisor during all communications crises per the LH Crisis Policy and Procedures Policy.
13. Assist in the development of an annual budget for the Arts Department as directed and manage spending to budget.
14. Perform other duties as assigned.

Education and Experience

The ideal candidate is an LH partner with a minimum of 5 years experience of marketing and/or communications experience in a church and/or business environment. A degree in marketing, communications, or a related field is preferred. The successful individual will also possess expertise across all social media platforms, Google Apps, Wordpress, and Apple applications. A minimum of three writing samples are required.

The successful individual is a strong writer with proven experience in integrated marketing, strategy development, and creative storytelling. He or she has exceptional attention to detail, strong leadership skills, and is comfortable collaborating across teams and ministries. He or she has the ability to meet tight deadlines in a fast-paced environment while leading a cross-functional team of creatives.

Compensation

This is a full-time position (40 hours) compensated at a rate depending on experience.