

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, mobilizing the entirety of the Arts Department, ultimately producing all deliverables necessary to support the mission and vision of LH. The ideal candidate has a passion for Jesus and is a strategic thinker, system builder, and integrator.

Essential Job Functions

1. Oversee all major marketing and communication platforms, including but not limited to online and in-person services, mobile device app, podcast(s), website, social media channels, print, digital media, etc.
2. Ensure communication collaboration and alignment across all departments supported by the Arts Department to create a singularity of messaging and emphasis; build and maintain church-wide Communications Calendar
3. Diversify means and develop plans 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.
4. Conduct regular analysis of implemented plans; provide updated recommendations to improve effectiveness of overarching communication strategy and its associated tactics.
5. Provide direct oversight of the social media coordinator and collaborate with the Creative Team to develop engaging, innovative content needed for worship services, sermon series, announcements, social media, website, etc.
6. Build and lead a team of volunteers, including photography, guiding them with excellence toward the goal of creating relevant, effective, impactful content.
7. Build LH's engagement, both during "live" in-person and online gatherings and through the church's digital channels.
8. Develop a system for capturing and sharing stories and testimonies for dissemination across all communications channels, resulting in no less than 4 shared stories per month across varied platforms.
9. Ensure all correspondence drafted on behalf of leadership matches the tone of all "voices" of LH, including but not limited to LH Corporate communications, as well as correspondence released by the Lead, Executive, and Associate Pastor(s).
10. Oversee all copy edit of all print and digital content, including but not limited to printed collateral, pre-service loop graphics, and website.
11. Serve as Communicator and Advisor during all communications crises per the LH Crisis Policy and Procedures Policy.
12. Assist in the development of an annual budget for the Arts Department as directed and manage spending to budget.
13. 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

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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 leader and systems builder with proven experience in integrated marketing, strategy development, and creative storytelling. This individual has exceptional attention to detail, strong leadership skills, and can ensure effective collaboration and communication 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 per week) compensated at a rate depending on experience.