



## Job Description

<b>Title:</b> Communications Director	<b>Revision Date:</b> December 2021
<b>Department:</b> Operations	<b>Job Classification:</b> Regular Full-time Exempt

**Position Overview:** The Director of Communications is responsible for the vision, direction, and execution of all communications and marketing at Highlands and oversight of the communications department staff, volunteers, and contractors.

### **PRIMARY DUTIES AND RESPONSIBILITIES**

- Oversee the branding, future direction, and execution of church wide communication channels at Highlands. This includes, but is not limited to, style guide development and implementation, and print and digital media.
- Primary focus on initiating the capturing and sharing of compelling stories both written and through video.
- Oversee all digital strategy including website, mobile app, video announcements, digital signage, email marketing, SEO, social media channels, etc.
- Lead and manage the communications staff, ministry volunteers, and third-party contractors.
- Marketing, including promotion of all major events, campaigns, and initiatives per direction from the Lead Team.
- Oversee all external advertising and paid media. Including utilizing external marketing to cultivate community engagement and awareness.
- Oversee communications and messaging in response to crisis situations and major transitions, in collaboration with the Lead Team, including managing press inquiries and real time social media response.
- Utilize all communication channels to foster stewardship and generosity, in collaboration with the Lead Team, including vision casting, stories, and call to action moments.
- Develop and execute branding and promotion for each sermon series, in collaboration with the Lead Pastor and the Worship & Creative Arts Team Leader.
- Oversee all video production to ensure artistic excellence and alignment of messaging with the mission and vision of Highlands.
- **Other Responsibilities**
  - Develop and maintain an annual budget in coordination with the Lead Pastor that ensures continuous improvement and growth of team’s involvement in coordination with church wide objectives
  - Support any “all staff” initiatives including fall kickoff, Christmas, Easter and other seasonal events
  - Support the Lead Team in the implementation of ministry programs, goals and objectives
  - Adheres to Highlands bylaws including the Statement of Faith and the Highlands Code of Conduct (upon Board adoption) with a lifestyle that exhibits both true Christian love and personal holiness
  - Regular devotional life of prayer, bible study, scripture memory, be known for communicating biblical truth, and involved in personal discipleship

- Stay current with trends of ministry
- Becomes a member of Highlands Community Church
- Attends regular Operation Team staff meeting
- Ability to multitask and communicate effectively to a diverse staff and congregation
- Some evening and weekend work will be required as needs arise
- Perform other tasks as assigned

- **Knowledge, Skills and Abilities**

- Must possess the qualities of life and practice that demonstrate spiritual maturity meeting scriptural requirements of a deacon or deaconess (1 Timothy 3)
- Strong leader with a solid work ethic and an ability to administrate as a leader of leaders
- Ability to recruit and train leaders
- A working knowledge of Microsoft Office 365, Adobe suite, social media apps
- A working knowledge of database systems preferred
- Strong communication, conflict resolution and problem solving skills
- Ability to work well with a variety of people
- Must be mature, able to make independent decisions, and work well with deadlines under pressure
- Organized and capable of handling multiple tasks at once
- High-energy, teachable, flexible, self-motivated, project-oriented

- **Education and/or Experience**

- A Bachelor’s degree in Marketing, Communications, Media Production/Design or Journalism is required. Master’s degree preferred
- 5 or more years of related experience preferred (can be substituted in some cases for a degree)
- Technical experience in the field is required

- **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.

- While performing the duties of this job, the employee is regularly required to talk and hear.
- Requires the ability to occasionally lift office products and supplies up to 20 pounds.
- Work takes place in an office environment where long periods of sitting, working on a computer, walking to various areas, going up and down stairs, and standing are required.
- Occasional international travel could be required.

### **REPORTING RELATIONSHIPS**

- **Immediate Supervisor:** Lead Pastor
- **Supervises (Staff):** Next Gen Communications & Graphics Support
- **Partners With:** Lead Team, Lead Pastor and Highlands staff

Note: This job description is not intended to be all-inclusive. Employee may perform other related duties as directed to meet the ongoing needs of the church.