



## **OVERVIEW**

Job Title: Communication Director  
Reports to: Creative Arts Pastor  
Department: Creative Arts Team

## **SUMMARY**

Provides winsome culture-building leadership to develop and implement marketing communication plans for church while ensuring deliverables are well defined and executed to achieve desired results.

## **WHAT YOU DO**

- Shepherd communication projects through the ideation, design development and execution process by coordinating across LifeBridge teams
- Plan projects, define milestones, assign resources, and help communication projects meet objectives, deadlines and budget requirements
- Provide clear communication to ministry teams and senior management regarding project status, resource requirements, issues, and priorities
- Leverage social media, website, email, printed materials to communicate vision, major initiatives, and ministry events
- Develop and implement new pathways for external and internal audience—and create communication to support those pathways
- Collaborate with ministry leaders to build alignment on overall communication calendar
- Work with team to measure impact and reach of communication and worship deliverables such as story-telling, unique video content, social media content, emails and marketing
- Explore and implement ways to leverage volunteers
- Champion storytelling (develop ways for collecting and telling stories of impact, service, grace, and relationship)
- Lead additional communication-related projects and events as assigned by Senior Leadership Team

## **WHO YOU ARE**

- Ability to translate vision into clear communication deliverables
- Strong ability to collaborate across different departments and relate to different types of roles
- Ability to communicate constraints and risks, while providing solutions simultaneously
- Must be able to support, understand, and enhance the creative process
- Must be able to balance working in a church with a disciplined approach to project management and measurement

## **PREFERRED EXPERIENCE**

- 3-5 years of experience in communication role or related field.
- Proficient in Photoshop, InDesign, Illustrator, Acrobat- for all graphic design, photo editing and design; Wordpress- Content Management System (CMS)- for website management; Microsoft Word.
- Experience in Digital Advertising- Facebook and Google Ads, Social Media management