



COMMUNICATIONS DIRECTOR

Reports to: Engagement Pastor

Department: Creative 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

- Lead communication projects through the ideation, design development and execution process
- Bring creative ideas and ways for LifeBridge to reach new people through communication
- Plan projects, define milestones, assign resources, and help communication projects meet objectives, deadlines and budget requirements
- Provide clear communication to ministry teams and leadership team regarding project status, resource requirements, issues, and priorities
- Lead team to leverage social media, website, email, printed materials to communicate vision, major initiatives, and ministry events
- Develop and implement pathways for external and internal audience to take their next step towards Jesus—and create communication to support those pathways
- Collaborate with ministry leaders to build alignment on overall communication calendar
- Measure impact and reach of communication and worship deliverables such as storytelling, unique video content, website, 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, and relationship)

WHO YOU ARE

- Continually growing in your relationship with Jesus and fully supports LB's statement of faith and beliefs
- Ability to translate vision into clear communication deliverables
- Strong ability to collaborate across different departments and personalities
- Ability to communicate constraints and risks, while providing solutions simultaneously
- Must be able to support, understand, and enhance the creative process
- Loves the church and also understands the value of project management and measurement
- Likes to have fun
- Has fun taking some communication risks while easily pivoting to adjust to what works

PREFERRED EXPERIENCE

5+ years of experience in communication role or related field.