

Role Description

Ministry:	Communications
Role Title:	Communications Director
Pipeline Level	Area Ministry Leader
Reports to:	Director of Administration and Strategic Planning

Purpose Statement: The Communications Director will create and lead the communications strategy and its execution, assuring that the overall vision and values of Hope Church are being communicated to all audiences. The Director is responsible for using marketing tactics to drive engagement and attendance, ultimately facilitating the growth, health and development of the church. This will also include cultivating an innovative, creative culture with staff and volunteer teams.

Competencies:

- Demonstrated leadership track record, with ability to influence and collaborate
- Broad Marketing experience
 - Demonstrated knowledge and proficiency with communications technologies
 - Familiarity of content management systems
 - Working knowledge with social media platforms for both organic and paid social media marketing
- Experience with search engine marketing, analytics, and display or digital ad placements
- Excellent verbal, written and presentation skills

Prerequisites:

- Devoted follower of Christ, growing as a disciple of Christ
- Hope Lutheran Church member (or willing to become a member), committed to Hope's vision and mission
- Bachelor Degree in Marketing, Communications or equivalent related work experience and training
- 5 years of communications, marketing or public relations or related experience, including digital marketing
- Proficiency with Microsoft Office (Excel, PowerPoint, Word)
- Experience with Basecamp or other online collaboration tools

Responsibilities: The Communications Director is required to perform a range of duties including, but not limited to:

- Establish and drive a multi-channel communications strategy
- Partner with Ministry Leaders to create outreach plans to draw the community to Christ, leading Church Wide Outreach Events
- Prepare and manage all communication materials and messages including digital, video, audio and print content.
- Develop/Maintain Hope Church's brand voice and preserve the church's brand integrity across all platforms.
- Recruit, disciple and lead Communications volunteer team
- Manage media relations and develop contacts with media members, influencers, and community leaders.
- Track engagement across various platforms to make data-driven decisions.
- Build and manage the Communications Department budget.
- Lead Hope Church to celebrate the work God is doing through Hope.
- Maintain a network of external professional relationships to assure the ongoing availability of specialized expertise when needed