



ENCOURAGING PEOPLE TO ENJOY THE FULLNESS
OF KNOWING, LOVING AND BECOMING LIKE JESUS.

DIRECTOR OF COMMUNICATIONS

OVERVIEW:

The Director of Communications leads the creative communications process, including brand strategy, marketing, film, social media, content management, print and electronic communications, and overall brand experience. They are committed to developing an empowered and innovative Communications and Technology Team culture, by cultivating leaders who are focused on Eastminster's mission and vision.

RESPONSIBILITIES:

- Oversee all aspects of Eastminster mass communication, including print materials, digital elements, email, website, social media, videos and service/event promotion.
- Develop and implement a church-wide communication plan that reflects Eastminster's vision/mission.
- Set the strategy, creative vision, project management standards, and measures for communication initiatives and branding.
- Create and oversee all internal promotions and external marketing plans.
- Write, edit and design content for regular communication vehicles, including website, emails, social media and print material.
- Provide creative direction and project oversight for all video communication.
- Work with the online pastor to create and execute a vision for technology as a part of ministry strategy.
- Support and strengthen various ministries by developing communication plans specific to their audiences.
- Lead and support members of the Communications and Technology Team in executing the church's vision and supporting ministries through excellent and easy to use technology solutions.
- Lead and develop relationships with vendors and volunteers.

EXPERIENCE & SKILL SET:

- Degree in communications, marketing, journalism or related field.
- Ability to set department vision and strategy, in alignment with the church's vision, priorities and focus.
- Proven ability to take projects from beginning to end
- Organized and able to manage multiple projects at once
- Action-oriented and displays focus, passion and initiative. Takes appropriate action when something needs to be done
- Relates well to all kinds of people, builds effective relationships, communicates effectively both interpersonally and corporately
- Organized, creative thinker and highly productive, working in a fast-paced environment
- Excellent written and oral communication skills

- Proficient in Adobe Creative Suite, especially InDesign and Photoshop
- Excellent copywriter and copy editor
- Able to design graphics as needed, as well as provide creative direction for designers, photographers and videographers

CHARACTER:

- Growing relationship with Jesus Christ
- Agrees with Essentials of the Faith (eastminster.org/about-us)
- Displays the Fruits of the Spirit
- Passionate about sharing the gospel locally and globally through all communication and technology mediums.
- Team player with a heart to see the local church succeed

CLASSIFICATION: Full-time, Exempt.

EASTMINSTER PRESBYTERIAN CHURCH

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