



JOB DESCRIPTION

POSITION DETAILS:

Position Title:	Communication Director
Reports To:	Pastor of Family Life & Operations
Position Type:	Exempt, Salary
Full Time/Part Time:	Full-time

POSITION SUMMARY:

The Director of Marketing will lead the church's marketing efforts to effectively communicate our vision, engage the community, and grow our congregation. This role requires a creative and strategic thinker who can develop and implement marketing strategies that resonate with our target audience.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in marketing, preferably in a church or nonprofit setting.
- Strong understanding of digital marketing strategies and tools.
- Excellent written and verbal communication skills.
- Ability to work collaboratively and lead a team.
- Passion for the church's mission and community engagement.

JOB-SPECIFIC RESPONSIBILITIES:

Strategy Development:

- Create and execute a comprehensive marketing strategy aligned with the church's vision and goals.
- Create and execute a social media strategy to align our family of churches through our social media platforms

Content Creation:

- Oversee the development of engaging content for various platforms, including social media, print, and the church website.
- Collaborate with ministry leaders to promote events and programs.
- Partner with locations to provide commonly branded materials.

Brand Management:

- Refine and maintain branding of Grace Church
- Ensure consistent messaging and branding across all church communications.
- Develop promotional materials that reflect the church's values and mission.
- Champion common language both internally and externally.

Team Leadership:

- Manage and mentor the communications team, providing guidance and support.
- Partner with Campus staff to leverage media and reach the local community.
- Collaborate with volunteers and staff to implement marketing initiatives
- Lead a media team of photographers and videographers.

Performance Analysis:

- Monitor and evaluate the effectiveness of marketing campaigns and adjust strategies as needed.
- Prepare reports on marketing performance and present findings to church leadership.
- Evaluate social media trends and implement best practices for social. Present finding to church leadership.

ADDITIONAL JOB EXPECTATIONS

WORKING CONDITIONS:

The following physical demands are typically required when performing this job's essential duties and responsibilities. These physical demands are not, and should not be construed to be job qualification standards, but are illustrated to help the employer, the employee and/or applicants identify tasks where reasonable accommodations may need to be made when an otherwise qualified person is unable to perform the job's essential duties because of an ADA disability.

- Moderate manual dexterity for basic computer work.
- Moderate visual strain involved in the use of printed materials, computer screens, and reports.
- High level of activity including sitting, stooping, bending, standing, walking.
- Verbal communication with others in person, in writing, and by telephone

PERSONAL CHARACTER REQUIREMENTS:

- Demonstrates godly **character** and a genuine commitment to spiritual growth and spiritual disciplines of prayer, tithing, and Bible reading.
- Demonstrates **competence** in relevant skills and abilities.
- Demonstrates good relational skills, and a desire to be a team player in order to achieve positive **chemistry**.
- Active **member** of Grace and a life group.
- Able to maintain **confidentiality** and discretion.
- Positive **attitude** to handle difficult situations.

CORE COMPETENCIES:

- Friendly, helpful, pleasant demeanor.
- Committed to excellence and highly organized, able to prioritize
- Set and execute goals with excellence.
- Takes initiative, hardworking, goes the extra mile, performs additional duties as assigned
- Identifies problems and roadblocks, finds solutions, and creates systems to enhance ministry effectiveness. delegates to others on the team to ensure project completion
- Takes direction and is coachable and collaborates with other team members
- Technologically savvy.

ADDITIONAL RESPONSIBILITIES:

- Create an annual written growth plan to identify growth and personal development opportunities.
- Attend ministry and team meetings
- Represent Grace Church at outside functions, as appropriate.

ACKNOWLEDGEMENT:

Updated: March 24, 2025

I have read this position description and acknowledge my understanding of the requirements. I accept the position of Communication Director and agree to perform the essential functions and other duties in accordance with the established policies and expectations of Grace. I understand that this description does not constitute a contract.

Signature: _____

Date: _____