

**Job Title:** Communications Director

**Reports to:** Director of Operations

**Supervises:** Communications and Brand Manager

**Position Status:** Full-Time

## **JOB SUMMARY**

Mercy Church exists to make disciples who love God, love each other, and love our world. A Communications Director (CD) at Mercy Church contributes to this effort by providing vision, leadership, and direction to the internal and external communication efforts of the organization. The CD is responsible for developing and implementing comprehensive communication strategies to advance the organization's mission, enhance its reputation, and engage members of the church and the community.

This role and other assigned responsibilities will be accomplished in the following ways: *Strategic Communication Leadership, Content Development and Management, Communications Team Leadership, Internal Communication and Employee Engagement, and Media and Public Relations.*

## **QUALIFICATIONS**

This role is suitable for both male and female applicants who feel led to apply and have the skills and experience desired for this position. In order to be considered for this role, the applicant must:

- Be a person of high character who exhibits a high standard of both spiritual maturity and professional excellence
- Hold a Bachelor's degree; a degree in communications, marketing, or a related field is preferred
- Have a minimum of 10 years of experience in a communications or marketing role; experience in a nonprofit or ministry-focused organization is preferred
- Demonstrate excellence in interpersonal, management, and communication skills; have the ability to work collaboratively with a diverse team of visionaries
- Demonstrate excellence in written and verbal communication skills with the ability to craft compelling messages and narratives for diverse audiences
- Have familiarity with the Adobe Creative Suite
- Have experience with creating and managing a departmental budget
- Have a strong understanding of analytical measurement of all communications tools (website, social media, print, email, video, stage, etc)
- Have strong project management skills with the ability to manage multiple priorities, deadlines, and stakeholders in a fast-paced environment
- Be a strategic thinker with a creative mindset, analytical skills, and a commitment to continuous learning and professional development
- Have the ability to give thoughtful, insightful, and honest feedback across all levels of the organization
- Have passion for the organization's mission and values, with a desire to make a positive impact and drive positive change through effective communication and branding initiatives

**RESPONSIBILITIES***Strategic Communication Leadership:*

- Collaborate with senior leadership to identify key messages, target audiences, and communication channels.
- Provide visionary leadership and strategic direction for the organization's communication efforts, aligning them with the overall goals and objectives of the organization.
- Develop and implement communication plans and strategies that effectively communicate the organization's mission, values, and strategic priorities to members of the church and community.
- Monitor industry trends, public opinion, and emerging issues to inform communication strategies and tactics.
- Use data and insights to optimize communication strategies, identify areas for improvement, and drive continuous improvement.
- Provide regular reports and analysis to leadership on the effectiveness of communication efforts and the achievement of communication goals.

*Content Development and Management:*

- Lead the development and production of compelling content for a variety of channels and platforms, including website, blog, social media, email newsletters, and marketing collateral.
- Ensure that all content is consistent with the organization's brand voice, messaging, and strategic objectives.
- Develop content calendars, editorial schedules, and production timelines to ensure timely and consistent delivery of content across channels.

*Communications Team Leadership:*

- Recruit, train, support, and mentor team members; foster a positive and collaborative work environment helping team members achieve their professional goals and perform at their best.
- Delegate tasks and responsibilities effectively, balancing workload and maximizing team efficiency.
- Develop and manage the communication team's budget, ensuring that resources are allocated effectively and in alignment with strategic priorities.
- Monitor expenses and track spending against budgetary targets, identifying opportunities for cost savings or reallocation of funds as needed.

*Internal Communication and Employee Engagement:*

- Develop and implement internal communication strategies to engage and inform employees, volunteers, and members/attenders, fostering a culture of transparency, collaboration, and alignment.
- Facilitate communication between leadership and staff, ensuring that employees are informed about organizational goals, initiatives, and developments.

- Demonstrate and develop other staff team members in regard to strong public speaking skills including stage presence, presentation skills, and clear articulation of message.
- Support internal events and meetings through created communication forums to promote employee engagement, recognition, and professional development.

*Media and Public Relations:*

- Serve as the organization's spokesperson and media liaison, handling media inquiries, interviews, and crisis communication as needed.
- Cultivate and maintain relationships with media outlets, journalists, influencers, and other key stakeholders to generate positive media coverage and publicity for the organization, as needed.

*\*Miscellaneous Responsibilities* – This job description is not meant to be an all-inclusive statement of every duty and responsibility that will be required of an employee in this position. Therefore, additional duties may be assigned and/or changed without advanced notice.

### **CONDITIONS OF EMPLOYMENT**

*\*Performance Evaluation* – It is understood that the performance for this job will be primarily measured and evaluated by the “responsibilities” and the “general expectations” laid out in this job description.

1. Models the biblical standard of personal conduct and lifestyle that is expected of all Mercy Church staff and covenant members
2. Fully participates in the life of the church as an active covenant member
3. Supports and adheres to the mission, vision, values, and philosophy of ministry of Mercy Church
4. Submits to and supports the leadership of the Mercy's elders
5. Works well as a team player with the elders, staff, key leaders, and ministry team members at Mercy Church.

### **GENERAL EXPECTATIONS**

1. Report to the office during Office Hours (see below). You will also be required to attend various extra Church events relevant to your ministry oversight areas and/or as church needs arise.
2. Should always exhibit professionalism, demonstrated by well-groomed appearance, conscientious work ethic, teachability, and accountability.
3. Should be willing and able to adapt quickly to changing circumstances, with composure and flexibility.
4. Should be ever conscious of the need for confidentiality.
5. Should always exercise discernment and wise judgment.
6. Should be a person who gives extreme attention to details with an eye for excellence.
7. Should have a willingness to seek new information, training, and resources as needed.
8. Should be a self-starter and good at multitasking and prioritizing projects.

**JOB REQUIREMENTS*****Physical Requirements***

1. Ability to frequently stand, sit, and/or walk
2. Ability to occasionally bend, squat, kneel, climb stairs, and/or lift
3. Ability to routinely lift 25+ lbs
4. Ability to continuously communicate with other people
5. Ability to continuously operate a computer in order to complete necessary office work
6. Ability to continuously comprehend both physical and digital documents
7. Ability to continuously prepare/create both physical and digital documents

***Work Environment***

1. May occasionally work in temperatures above 95 degrees and below 32 degrees
2. May occasionally walk on slippery, wet, or uneven surfaces
3. May occasionally work in a loud environment
4. May occasionally work outdoors
5. May occasionally be required to travel for work
6. May continuously work indoors in an office space
7. May continuously work in a shared office space with coworkers

***Office Hours and Work Schedule***

1. Office Hours: Monday – Friday (8:30am-5pm)
2. Additional Hours: The Communications Director will be expected to be at key events/meetings outside of the above office hours. Please see your supervisor for details.
3. Additional Hours: The Communications Director will be on-call for communication needs relating to crisis management and public relations.
4. Overtime and extra work days: Some overtime will be required. Please consult the Mercy Staff Handbook for Overtime Policy
5. Time Off: Please consult Mercy Staff Handbook for time off policy
6. Holidays: All staff-wide Holidays are outlined in the Mercy Staff Handbook