



CHURCH OF THE SAVIOUR

Communications Director – Job Description

[*Church of the Saviour*](#) is a nondenominational Christ-centered church of approximately 1,500 people in the Philadelphia suburb of Wayne, Pennsylvania. We are called by Jesus Christ to penetrate the lives of people in our community (and beyond) to the glory of God. We take the Great Commission and the Great Commandment seriously, and actively support local outreach & global missions. We have personally experienced the Good News of Jesus Christ and now count it both an extreme privilege and responsibility to be ministers of reconciliation to a lost and hurting world. We depend on the Holy Spirit to enable and empower us to fulfill God's plan for our lives and our church. We are certain that Christ is supreme in all things and know we are most fully alive and fulfilled when most fully glorifying the Lord.

Reporting to the Director of Operations, the Communications Director will be responsible for organizing and unifying all communication channels within the church, partnering with each ministry to develop a strategic plan for communications and marketing, and mobilizing a creative team of staff and volunteers to deliver high-impact messages for internal and external audiences. This ministry position is full-time, exempt, requires 45 to 55 hours per week, and will include but is not limited to the following essential job functions:

Primary Responsibilities

- Take inventory of all available communication channels and resources, organizing and rearranging them to create a more consistent and efficient method of delivering messages.
- Maintain and oversee the brand/style guide for the church that accurately and appropriately represents its vision, mission, values, team culture, and discipleship process.
- Monitor all communication channels, messages, and collateral materials to ensure that church communication is executed in a clear and consistent fashion.
- Assemble, lead, and care for a diverse team of staff and volunteers who deliver messages to and for the church, on time and within budget.
- Partner with each ministry, its leadership team, and coach them as they develop daily, weekly, monthly, and yearly strategies to deliver messages to their specific audiences.
- Work in tandem with the Senior Pastor, Executive Pastor of Ministries, and Director of Operations to stay informed of church priorities and provide direction on how to communicate the vision, mission, values, team culture, and discipleship process appropriately.
- Collaborate with the Director of Operations and the Visual Brand Manager to shape and oversee the church brand, visuals for sermon series, video testimonies, photography, print media, signage, etc.
- Write and edit clear and compelling copy for internal and external audiences across a variety of communication media including email, social media, church announcements, newsletters, and bulletins.
- Assist the Senior Pastor and ministry leaders as they innovate with ways to reach their neighbors in Wayne and the greater Main Line community.
- Collaborate with the Director of Operations and the Visual Brand Manager towards the design, maintenance, and development of the church website.
- Implement and update organic SEO and PPC advertising campaigns.
- Edit content online to ensure updated information (working knowledge of HTML/CSS).

- Create a strategy to provide fresh new content for internal and external audiences.
- Report on web traffic and audience behavior with Google Analytics.
- Develop email marketing strategies and provide analytics.
- Build engaged followings across social media channels and provide analytics.
- Collaborate with the Director of Operations and Brand Manager to create compelling visual art and graphic design content for various media using Adobe Creative Suite programs such as Canva, Photoshop, Illustrator, and InDesign.
- Collaborate with Director of Operations and Brand Manager to manage the recording and editing of video content, in both “creative” formats (such as testimonies and promotional video) and “broadcast” formats (such as sermons and worship services).
- Capture events with still photography and edit for various media.

Essential Traits

- A heart for God that is evidenced by proven character and a spiritual-mindedness that understands that “apart from Christ we can do nothing”.
- A person of integrity, authenticity, and transparency, marked by humility and a servant’s heart.
- A Spirit-led believer, growing in personal sanctification and motivated to increase in fruitfulness.
- A compassionate person who seeks to empathize and understand the hearts of others.
- A servant whose love for the gospel and heart for the lost is evident to others.
- Able to model, motivate, lead, and train others in Christian maturity.
- A biblically based approach of wise interpersonal relationships in a church setting.
- Champions publicly (and is committed personally to) the vision, mission, discipleship process, values, and team culture of Church of the Saviour, and then the corresponding ability to evaluate branding success.
- Ability to establish and maintain appropriate standards for the accomplishment of ministry in a way that honors both God and people.
- Personal initiative and diligence that produces follow-through in tasks.
- Eager to minister in the ever-diversifying suburban Philadelphia “Main Line” setting.
- Collaborates well in groups: valuing people, affirming diverse gifts, and compromising appropriately.
- Demonstrates passion for going above and beyond expectations.
- Is a leader of leaders – develops staff, volunteers, and lay leaders effectively.
- Demonstrates humility in words and actions.
- Works well with others; gives and receives feedback constructively and resolves conflict effectively.
- Displays flexibility and adaptability; able to pivot quickly and flourish in an ever-changing environment.
- Passion for reaching the nations both locally (international students and diaspora) and globally (Unreached People Groups), and making missions an integral part of the discipleship process.

Qualifications

- A personal and maturing relationship with the Lord Jesus Christ.
- A minimum of three years of experience in a relevant field, preferred.
- A bachelor’s degree in Communication, Digital Media, English, or other relevant field; graduate degree preferred.
- Humble, hungry, and smart (i.e., EQ).
- Strong interpersonal skills – ability to communicate persuasively and compassionately both orally and in writing.
- If married, a strong marriage and family life that is visible to others.
- Prior experience leading and developing staff and volunteer leaders.
- Strong working knowledge of communications.

- Demonstrated passion for sharing Christ with people of all ages with a proven ability to communicate with both the church and un-church.
- Proven success in leading and developing volunteer leaders.
- Strong computer proficiency, specifically in Microsoft Office 365, Outlook, Word, Excel, and PowerPoint.
- Experience working in a multicultural environment preferred.
- Agreement with all aspects of [Church of the Saviour's Statement of Faith](#).
- An ability and readiness to be an active member of Church of the Saviour through things like community group participation and tithing.

Schedule: Monday to Friday, Sunday

Average Hours/Week: 45 to 55

Status: Full Time, Exempt

Location: Church of the Saviour – Wayne, PA

Reports To: Director of Operations

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of employees. Church of the Saviour Leadership reserves the right to revise the position, its job functions, minimum qualifications, and other aspects of the position in any way at any time.