

**Job Description**

**Job Title: Communication Director**

**Job Purpose:** Provide strategic vision and leadership by championing and overseeing the Communication Ministry. Coach creatives to ensure that all communication and content are executed with creativity, excellence and committed to brand.

**Responsibility #1: Oversight of Communication Ministry**

* Shepherd the staff beneath a unified, cohesive vision for Communication Ministry.
* Manage the team’s workload and provide resources to help team members to execute and implement assigned work and meet due dates.
* Maintain a culture of raising and equipping volunteers.

**Responsibility #2: People Development**

* Build healthy teams that function efficiently and enjoy shared goals.
* Develop, train, equip, evaluate team members through clear role descriptions, coaching, correcting, and commending.
* Disciple, develop and encourage team members.
* Ensure professional development happens strategically and consistently.

**Responsibility #3: Communication Director**

* Serve as Project Manager for the Communication Ministry.
* Create and manage online presence through the church website, Church App and any supplemental sites.
* Consistently lead the ongoing development, design, and function of all websites.
* Effectively manage a team (Graphic Designer, Video Specialist, Social Media) in a manner that aligns our Communication vision and strategy.
* Develop and share strategic vision and hold team accountable to implementation.
* Develop and lead the team to think through strategic reasons behind every project.
* Create, organize, plan, and implement effective communications messages and strategies to church and community audiences. Support church and ministry leaders in conveying their vision and communications priorities to appropriate audiences.
* Work with church and ministry leaders to develop communications messages to reach those not currently associated with the church.
* Collaborate with the Online Engagement Minister to engage online community by providing daily interaction through intentional messaging and comments online.
* Facilitate proactive communication ideas, calendaring, and church-wide and ministry-specific initiatives.
* Champion the brand of First McKinney.
* Create a culture that partners with and supports all Ministries.
* Help manage the look and feel of the environments from the streets to the seats.
* Keep ears open to stories of life-change within the church.
* Current on creative, communication and technological trends and look for opportunities to implement.
* Plan and operate within an annual budget to meet ministry needs.
* Develop and cross train a backup for your role.

**Qualifications/Strengths:**

* Understand and embrace our mission, strategy, values, and objectives.
* Display a vibrant pursuit and relationship with Jesus Christ.
* Must agree and adhere to Statement of Core Beliefs & Staff Covenant.
* Understand church business practices including budgeting.
* College graduate degree.
* Proficient knowledge of office technology.
* Self-starter and detail-oriented approach.
* Be a team player giving and receiving input, willing to compromise and cooperate.
* Be a visionary with a contagious spirit to see how the church can be concise, clear and creative in their communications.
* Proven leadership and organizational skills.
* Innovative and progressive.
* Effective communicator.

|  |  |
| --- | --- |
| **Full Time: Salaried**  | **FLSA Status: Exempt**  |
| **Ministry: Communications** | **Account #: 60030** |
| **Reports to: Executive Pastor** | **Date Prepared: April 2021** |