

COMMUNICATIONS DIRECTOR
Highlands Church
January 2019

Leadership Function

- Staff position for 20 hours per week
- Supervised by Co-pastor
- Works closely with Staff, Fundraising Committee, graphic design and media volunteers

Responsibilities

- Lead the creative process for creating and executing all creative elements used in all areas of ministry and all church communications channels.
- Effectively manage a team of freelance, volunteer content creators and content managers (print, digital, video, social media, etc.) in a manner that aligns our various communications venues. Identifying ways to support and unleash the artistic talents of lay artists, photographers, and designers in the church.
- Serve as Highlands Church North Denver brand manager, responsible for safeguarding how the church's brand is portrayed in all communications pieces according to current visual identity system.
- Develop the church's mobile-first inbound marketing and communications plan that will attract new people into our communications channels, deepen their engagement, and strategically bring them into the life of the church.
- Consistently provide training opportunities for staff and volunteer team members.
- Create and maintain a system of quality control for all communications the church produces, from web copy to emails to printed products to videos.
- Take ultimate responsibility for all pieces of church content, including print, email, social media, web, mobile app, etc. Ensure every piece of content is technically effective, grammatically correct, doctrinally accurate, and within Highlands Church North Denver brand framework.
- Work with local and national media outlets to share the stories about how our church is impacting the community.
- Work with the church's facilities staff to ensure all signage throughout our facilities communicates effectively within the brand framework.
- Serve as part of Highlands Church North Denver leadership team, helping to inform decisions with an understanding of communications needs.
- Be part of Highlands Church North Denver and participate in all staff meetings and retreats.

Commitments to

- A deepening relationship with Jesus Christ
- Prayer
- The mission and ethos of Highlands Church
- Our Community Covenant

Requirements

- Bachelor's degree in marketing, communications, journalism, or equivalent work experience.
- At least 5 years experience leading a team of communications.
- Excellent communicator (both written and verbal) and creative thinker with the ability to use data to inform strategy.
- A mobile-first mindset that consistently incorporates innovation within Highlands Church North Denver communication strategy.
- An ability to manage the different "seasons" of the church, to lean in to work when periods are particularly busy and to lean in to family and other responsibilities during the rest of the year.
- Strong attention to detail.
- Familiarity with the inbound marketing methodology and content marketing.
- Demonstrated proficiency in project management and communications software (Trello, Slack).
- Intermediate knowledge of online advertising platforms and social media.
- Keen understanding of modern branding techniques.
- Demonstrated understanding of communications to a Christian church community.
- Ability to proofread content and check for both theological and grammatical errors as needed.
- Preferred skills: HTML/CSS, Adobe Creative Suite, WordPress.
- Tuesday Staff Meetings 2X/mo 10:00a - 12:30p
- Sundays - weekly worship