

JOB DESCRIPTION

Job Title: Communications Director

Department: Creative

Manager/Director: Weekend Service Director

As of: 4.2023

Citygate Church is seeking a strategic and creative Communications Director to oversee our internal and external communications. Our ideal candidate is a skilled communicator with a passion for using their talents to reach people for Christ and capable of delivering messages to diverse audiences using various channels of communications. The Communications Director will manage a team of creative professionals and must have proven experience leading a team, as well as excellent communication and interpersonal skills. The Communications Director is responsible for setting the tone for messaging and portraying Citygate's values. They establish relationships with media outlets, develop strategic marketing plans and handle public relations issues that arise internally or externally.

RESPONSIBILITIES

- Develop and implement an effective communications strategy that supports our vision, mission, and core values
- Oversee and manage a team of creative professionals and volunteers, providing guidance, direction, and support in the areas of marketing, graphic design, website development, social media, video production, and copywriting
- Coordinate with Citygate Church leadership and staff to ensure messaging is consistent and effective across all channels
- Create and maintain communication calendars for various programs and events and ensuring effective delivery
- Manage the church's branding and visual identity, ensuring consistency across all platforms
- Develop and implement effective marketing strategies to promote church events and activities
- Manage the church's website and app, ensuring content is up-to-date and relevant
- Develop and execute social media campaigns, engage with our online community, and track key metrics to measure effectiveness
- Monitor and respond to inquiries and comments on various channels, maintaining a positive and professional online presence
- Manage public relations efforts, including developing written materials, reaching out to media outlets, and coordinating interviews and media events
- Coordinate crisis communications when necessary
- Participate in weekly staff meetings and report on accomplishments, plans, and progress toward goals

QUALIFICATIONS AND CHARACTERISTICS

- Bachelor's degree in Communications, Marketing, or related field
- Minimum of 5 years of experience in communications, marketing, or related field
- Proven experience leading a team of creative professionals
- Excellent communication and interpersonal skills
- Creative thinker with the ability to develop effective and innovative strategies
- Strong project management skills with the ability to lead multiple projects in a fast-paced environment
- Experience with website development, social media, graphic design, video production, and copywriting
- Knowledge of modern communication tools, technologies, and trends
- Experience in non-profit or ministry is a plus
- Attitude of a servant, enjoyable to be with and devoted to the call of God and the Church.

- Evident call of God on life to full time Ministry and to the vision/mission of Citygate Church.
- Embrace change and can adapt quickly with a “we can do anything” attitude.
- Make things better through evaluating and improving processes.
- Able to figure it out, follow through, and get it done.
- Demonstrated knowledge and proficiency with communications technologies.