

Communications & Creative Director

Community of Grace Lutheran Church (CGLC)
White Bear Lake, Minnesota

Mission Alignment

Community of Grace Lutheran Church (CGLC) is called by the Holy Spirit to be followers of Jesus who know, trust, imitate, and speak Jesus so we can see, love, serve, and teach people like Jesus does. Grounded in Christ-centered, Biblical teaching, we pursue our mission as a community of disciples on a mission of grace.

The Communications & Creative Director leads all internal and external communications, marketing, and creative storytelling to ensure every message reflects CGLC's mission and values. This leader combines strategic insight with creative excellence to inspire engagement, deepen discipleship, and extend the church's reach.

Position Summary

This role develops and implements a comprehensive communication strategy across all platforms—digital, print, and audio/visual. The Director manages brand identity, creative content, and storytelling, collaborating with staff and volunteers to highlight God's work through CGLC.

Key Responsibilities

- Strategic Communications – Create and execute a unified communications and marketing plan aligned with CGLC's mission and ministry goals; ensure cohesive messaging across all channels (website, social media, email, print, video, signage, livestream).
- Creative Development – Lead design and storytelling for sermon series, worship visuals, digital media, and print materials; stay current with trends to enhance quality and impact.
- Brand Management – Safeguard CGLC's visual identity and voice; ensure clarity, quality, and doctrinal alignment across communications.
- Team Leadership – Recruit, develop, and empower volunteers and creatives; cultivate a collaborative, Christ-centered team culture.
- Measurement & Engagement – Track effectiveness through analytics and feedback; adjust strategies to increase engagement and impact.
- Community Presence – Build relationships with media and community partners; share stories of CGLC's mission and outreach.

Qualifications

- Bachelor's degree in Communications, Marketing, or related field (or equivalent experience)
- 3+ years in communications, marketing, or creative leadership
- Strong skills in strategy, storytelling, writing, editing, and design
- Proficiency with digital tools (Adobe Suite, Canva, Church Center, social media)
- Proven ability to lead teams and develop volunteers while managing multiple projects
- Deep understanding of church culture and commitment to gospel-centered ministry
- Growing personal relationship with Jesus Christ

Position Details

- Full-time, exempt (40–45 hours/week)
- Reports to: Executive Director of Administration
- Oversees: Communications Core Team and creative contractors
- Schedule: Primarily weekdays with some Sundays, holidays, and major events

Personal Qualities

Spiritually mature, strategic, collaborative, creative, and passionate about leveraging communication for discipleship and mission.