



<b>Job Title:</b>	Director of Communications
<b>Department:</b>	Administration
<b>Reports to:</b>	Executive Director
<b>Avg hours:</b>	32-40 hours per week (negotiable)

### **General Ministry & Job Description**

Christ Church is a dynamic and growing non-denominational church founded in 2023 as an independent congregation with an evangelical Wesleyan theology. We are seeking a passionate, creative, and strategic Director of Communications to join our staff.

The Director of Communications leads the development and execution of a communication strategy that advances the mission and vision of Christ Church of NWA. The Director of Communications shall develop the look, feel and tone of Christ Church's brand and executing it beautifully and consistently across all available channels.

This role oversees all digital and print communication channels – including Christ Church's website, email and social media platforms – to effectively engage both the church and the surrounding community.

Working closely with staff and ministry leaders, the Director of Communications ensures communication across all teams is clear, consistent and aligned.

### **Position Responsibilities & Vision**

#### *Promotional Strategy*

- Develop and implement strategic plans to market, inform, and promote ministries, missions, teaching series, special events and other campaigns to the congregation and community.
- Collaborate with ministry leaders in the planning and execution of comprehensive promotional strategies.

- Emphasize development of advance planning and scheduling to provide timely information to the church and community with the goal of maximizing awareness and participation levels.
- Review, manage and approve requests for event promotion.

### Digital Communication

- Lead the strategy and execution of all digital communication channels, including Christ Church's website, email marketing, and digital signing.
- Establish and maintain communication best practices for staff and volunteers.
- Ensure all church communications are clear, consistent, and aligned in voice and visual design with Christ Church's brand standard.
- Coordinate weekly messaging assuring cohesiveness through all medias including Sunday morning announcements, website information, weekly e-newsletter, social media posts, etc.
- Write content for event promotion, weekly e-newsletter, website, radio and TV advertising, etc.
- Create graphics and videos for all medias.
- Oversee website content, structure, and SEO to ensure effective and user-friendly online presence that reaches our target audience.
- Schedule Church Online livestreaming and upload weekly sermons to website.
- Coordinate and organize photography of events for the purpose of using in Christ Church promotions and social media.
- Monitor analytics and performance metrics to evaluate effectiveness and continuously refine strategy.

### Social Media Management

- Develop and execute a social media strategy that builds engagement and extends reach.
- Oversee all social media platforms, ensuring content is relevant, engaging, and aligned with the church's mission.
- Create and curate content, including writing clear and compelling captions and gathering media assets.
- Monitor analytics and performance metrics to evaluate effectiveness and continuously refine strategy.

## **Personal Qualifications and Skills**

- Bachelors degree in Communications, Graphic Design, Advertising, Marketing, or Public Relations is required.
- Minimum 2 years of experience in a communications or related role.
- Strong organizational, administrative, and time management skills.
- Strong advertising and marketing skills.
- Well-developed written and verbal communication skills.
- Strong creative skills and eye for design.
- Understanding of social media trends and usage.
- Working knowledge of design programs such as Illustrator, InDesign, and Photoshop.
- Ability to learn and use new applications and technologies.
- Effective problem-solving skills.
- Ability to recruit, train, and lead volunteer teams.
- Ability to manage multiple projects and deadlines while maintaining a high standard of excellence.
- Strong interpersonal skills and ability to collaborate with people of all ages from diverse backgrounds and temperaments.
- Self-motivated, teachable, and committed to continuous learning and professional development.

**Compensation:** Salary is commensurate with experience.

**Benefits:** The position comes with a full range of benefits including group health and dental coverage, vision insurance, employer provided long- and short-term disability insurance, health savings account, 403(b) retirement plan, 11 paid holidays, and paid-time-off. Church offices are closed on Fridays.

**Remote Work:** The church allows for up to 50% of work to be performed remotely with the remainder onsite, subject to the business needs of the church.

**Questions:** If you have any questions about this position please email, Kirby Martens, Executive Director, at [kmartens@christnwa.church](mailto:kmartens@christnwa.church).

**Application for position:** If you wish to apply for this position, please submit a resume and cover letter of interest to Kirby Martens, Executive Director, at [kmartens@christnwa.church](mailto:kmartens@christnwa.church).

**Deadline:** The position is open until it is filled.