



POSITION DESCRIPTION

COMMUNICATIONS DIRECTOR

POSITION

The Communications Director will serve Signal Mountain Presbyterian Church by providing effective communication to those within the church and to those in our community. His/her essential function will be to oversee anything people read, touch or click, ensuring in each both clarity and mission alignment. This is a full-time (40 hours per week) position.

Read includes any written messages communicated from or about the church... be it in print or electronic form.

Touch would include weekly bulletins, newsletters, brochures, mass mailings/postcards or anything else that represents the church or has the church logo on it, in print form.

Click would relate to any form of web or email based technology, as well as social networking tools like Twitter, Facebook, etc.

RESPONSIBILITIES

- Develop and manage a master communications plan for the church;
- Design, manage and oversee preparation & distribution of all church/department-wide communications - printed and electronic - including the weekly bulletin;
- Design and maintain a website that is current and relevant in communicating the mission, vision and core values of the church;
- Oversee the church's presence on social media;
- Integrate video into the communication strategy of the church;
- Create and design graphics for sermon series;
- Attend weekly staff meeting to hear and plan for the communication needs of the staff.

REQUIREMENTS

- Evidence of a faithful and growing relationship with Jesus;
- Use of computer and software applicable for the tasks found in the job description (at present, includes WordPress, MailChimp & Adobe Creative Suite);
- Proven ability to create, design and maintain a website;
- Demonstrated experience and ability to effectively use graphic design principles, typography, photography and video to produce quality communications products;
- Able to initiate projects and meet deadlines;
- Excellent written/oral communication skills.

ACCOUNTABILITY

The Director of Communications will be a member of a collegial staff team, reporting to the Senior Pastor through the Church Administrator.