

**Village Seven Presbyterian Church**  
**Job Description**

**Job Title: Communications Director**

**Purpose:** This is a ministry position that services and supports effective church communication. The Communications Director will lead the development, implementation and management of a communications strategy that will enhance, organize and make more effective communications for the ministries of Village Seven Presbyterian Church. The individual will develop and implement an effective, comprehensive digital and print media strategy to support all internal and external communications.

**Department:** Communications Director

**Reports To:** Outreach & Engagement

**Pay Type:**  Hourly  Salaried

**Time Required:** 40-45 hours per week

**Eligible for Overtime:**  Yes  No

If no, check type of exemption:  Professional  Executive  Administrative  Ministerial

**Supervisory Position:**  Yes  No

If yes, check type:  Employees # 2  Contract Wkrs # \_\_\_\_\_  Volunteers # 10+

*Supervisory responsibilities include assigning, scheduling, monitoring and controlling work; evaluating and managing performance; interviewing, hiring, and orienting new employees; training employees when necessary; making salary recommendations; and recommending discipline or termination when necessary.*

**Job Titles Supervised** (if applicable):

**Works closely with:** Communications Department, Production Team, Administrative Staff, Worship Planning Team; Worship, Music, and Arts volunteers.

**Duties and Responsibilities:**

- A. Develop and implement the strategic communications plan
  - a. Coordinate with Ministry Staff to develop a multi-month communications plan
  - b. Review the plan with Ministry Staff regularly to confirm weekly communication goals.
  - c. Develop communication materials appropriate to meet the communication goals.
  
- B. Create and manage content around weekly Ministry Focus
  - a. Confirm Ministry Focus in weekly meetings
  - b. Develop the Church-Wide weekly email focused on the weekly Ministry Focus
  - c. Create slides based on Ministry Focus to display on lobby TVs on Sunday Morning
  - d. Create and post social media content based on Ministry Focus
  - e. Ensure Ministry Focus is displayed on website calendar and related ministry webpage
    - i. Add on Announcement Bar when applicable
  - f. Edit Planning Center each week to reflect Ministry Focus
  - g. Email Ministry Focus points and related slides to all relevant staff

- C. Organize and manage church website:
  - a. Ensure website is visually appealing and easy to navigate while adhering to our branding guidelines in order to engage our congregation and attract new visitors
  - b. Make sure important information is easily accessible and clearly written
  - c. Maintain content calendar that includes clear next step instructions
  - d. Troubleshoot website errors
  - e. Update Website Content with new pages and links
  
- D. Create and send church emails from provided content:
  - a. Design email templates that are appealing and intelligible for our congregation
    - i. Incorporate our branding elements (i.e. logo, colors) for each ministry to maintain consistency
    - ii. Use images and graphics that are relevant to the content
    - iii. Include a clear and prominent way for our congregants to take the next step when necessary (i.e. registration button, link to the applicable webpage)
  - b. Regularly review and refresh templates when needed
  - c. Adapt provided email content to fit template
    - i. Format the text using headings, bullet points, and other formatting options to make it more readable
    - ii. Ensure that any hyperlinks are working correctly and lead to the intended destinations
  - d. Send emails for multiple ministries including:
    - i. Church-Wide weekly email
    - ii. Faith and Work weekly email
    - iii. Rich Wolfe's Devotional weekly email
    - iv. Women's Ministry monthly email
    - v. Men's Ministry email when required
  
- E. Develop a marketing strategy for our social media platforms:
  - a. Create a content calendar that outlines the types of content to post and when
  - b. Ensure a balance of content that aligns with our ministry priorities or "levels" (Core, Priority, Partner, Collaborative)
  - c. Ensure that the content is visually appealing and well-written
  - d. Use high-resolution images and videos whenever possible
  - e. Post content regularly and at times when your target audience is most active on social media
  
- F. Developing Communications Systems & Standards
  - a. Develop communication standards and oversee compliance
  - b. Branding Development
  - c. Content Development: Assist in development of communication concepts that strengthen our image and build visibility, transparency, consistency and branding.
  
- G. Provide Communications Training to ministry staff and volunteers.
  
- H. Oversee the development and implementation of a video communication plan
  - a. Work with the Video Production Coordinator to develop a video production plan
  - b. Provide content and direction for weekly ministry focus videos

- c. Help identify give direction for ministry videos
- d. Oversee gathering still photography and video footage for the website

**Minimum Requirements:**

**Faith:** This position must be held by an individual who is an active, practicing evangelical Christian who is committed to the church’s vision and mission and agrees with our Statement of Faith. There is no other background that can substitute for this requirement.

**Education:** B.S./B.A. in Graphic Design, Marketing, Journalism or a related field, and/or a minimum of five years professional experience; background in a ministry field is also preferred.

**Experience:** Must be a strategic, conceptual, and creative thinker with demonstrated skills in graphic design. Must have functional use/mastery of a variety of digital media tools, excellent computer skills, and the desire to work in a ministry setting. Must have excellent interpersonal written and oral communication skills and be task-oriented with the ability to delegate, prioritize, and manage multiple projects and deadlines. Must have knowledge of group dynamics and the ability to effectively handle a variety of personality types, and have exemplary judgment, experience, and skills in responding to media inquiries and crisis communication. Must especially enjoy working with people, but also be able to work alone.

**Pay and Benefits:** The salary rate range for this full-time position (minimum 40 hours per week) is \$55,000 to \$65,000. Benefits include health insurance (employer pays 80% of premiums), TSA match, Vacation time (10 days), Holidays (10 days), and Sick leave (up to 12 days).

**Evaluation:** This position is evaluated annually by the Outreach & Engagement Director. A written report is prepared of this evaluation and signed by the Communications Director and the Outreach & Engagement Director the course of the evaluation, the Job Description shall be reviewed and needed alterations discussed.

This description is not intended to be an exhaustive list of all responsibilities, skills, or working conditions associated with this job. It is intended to be a reflection of the principal job elements essential for making compensation and employment decisions.

**Physical, Mental, and Emotional Requirements of this Position Include:**

<i>WORKING ENVIRONMENT:</i>	SELDOM	OCCASIONAL	FREQUENT
COLD (50 F or less)		X	
HEAT (90 F or more)	X		
GASES/FUMES/DUST	X		
HEIGHTS	X		
NOISE	X		
CLIMBING (Stairs/Ladders)			X
DRIVING		X	
CRAWLING OR KNEELING	X		
BENDING			X
WALKING/Uneven Surfaces			X
WORKING ALONE	X		
WORK WITH OTHERS			X
CHEMICALS/SOLVENTS	X		
<b>MOVING HEAVY ITEMS:</b>	<b>SELDOM</b>	<b>OCCASIONAL</b>	<b>FREQUENT</b>
LIFTING/LOWERING	over 20 lbs	10 – 20 lbs	under 10 lbs

<i>SENSORY CAPABILITIES</i>	SELDOM	OCCASIONAL	FREQUENT
VISUAL ACUITY: Near			X
VISUAL ACUITY: Far			X
COLOR DISCRIMINATION			X
HEARING			X
SPEECH			X
MANUAL DEXTERITY			X
EYE/HAND COORDIN.			X
<b>TRAVEL:</b>			
Local		X	
National	X		
International	X		
<b>REPETITIVE MOVEMENTS:</b>			
(please list) Use of computer and mouse.			X
<b>OPERATING MACHINERY:</b>			
FACSIMILE (FAX)	X		

REACHING FORWARD	over 20 lbs	10 – 20 lbs	under 10 lbs
PUSHING/PUSHING	over 20 lbs	10 – 20 lbs	under 10 lbs
CARRYING	over 20 lbs	10 – 20 lbs	under 10 lbs
<b>MENTAL DEMANDS</b>			
REGULARLY PRESENT AT WORKPLACE			X
SPEAKING TO LARGE GROUPS		X	
INTERPRETING OR ANALYZING DATA		X	
MAKING QUICK DECISIONS			X

COMPUTER /MOUSE			X
COPIER/PRINTER			X
TELEPHONE			X
<b>EMOTIONAL DEMANDS</b>			
CALM IN STRESSFUL SITUATIONS		X	
SUPPORTIVE TO THOSE IN CRISIS		X	
FREQUENT INTERRUPTIONS			X
MULTIPLE DEMANDS OR PRIORITIES			X

**Employee’s Affirmation:** \_\_\_\_\_

**Employee’s Affirmation:**  
 I have read this job description and understand its requirements. I affirm that I have the physical, mental, and emotional ability to perform the Duties and Responsibilities of the position and that I have informed the supervisor of any accommodations I need to do so. In addition, I affirm that I understand my role in the ministry of the Church, that I fully support that ministry, and that I will behave in a way that is consistent with belief in Jesus Christ, the Scriptures, and the teaching of the church.

**Employee’s Printed Name:** \_\_\_\_\_

**Employee’s Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

This document was last reviewed March, 2024.