



JOB DESCRIPTION

Director of Communications

Supervisor: Associate Pastor of Ministry
Interfaces with: Ministry Pastors and Directors, Office Manager
Hiring basis: Full-time
Benefits: See current pathway staff handbook

PURPOSE AND PRIMARY RESPONSIBILITIES

The Director of Communications will handle a wide range of administrative and creative tasks for the Organization. This person must be exceedingly well organized, flexible, and enjoy challenges. Must be technologically and social media savvy, with high capability to effectively communicate through electronic media. This employee must have the ability to interact with all levels of internal staff, congregants, visitors, and external church relationships in a fast-paced environment. Must remain flexible, proactive, resourceful, and efficient with a high level of professionalism. Written and verbal communication skills, strong decision-making ability, and attention to detail are equally important. In addition to the specific responsibilities below, the Director of Communications will be responsible for duties as assigned by the Lead Pastor.

PERSONAL SPIRITUAL RESPONSIBILITIES

- Consistently maintain an intimate and personal relationship with God
- Continually support Pathway Church and Lead Pastor in prayer and encouragement
- Regular involvement in a discipleship environment
- Honor God in this role with an attitude of servant leadership

LEADERSHIP RESPONSIBILITIES

- Establish Communication Ministry strategy and goals that reflect excellence and teamwork.
- Manage all aspects of internal and external advertising, marketing and local media pieces for Pathway Church and the ministries therein.
- Maintain website, church app and social media programs with current and accurate information.
- Develop healthy teamwork with fellow staff members
- Commit to personal leadership growth and development plan with supervisor
- Must understand and fully embrace the mission, values, and culture of Christ Community.
- Develop and implement an effective communication strategy utilizing all existing communication channels to maximize reach.
- Identify and pioneer new pathways to enhance the efficacy and reach of Pathway Church in through social media, ad campaigns, mass mailings, and other channels.



- Oversee and manage all external communication channels; including but not limited to web, email, app, text, print, social media, etc.
- Cultivate a culture of creativity, excellence, collaboration, and missional focus among staff and volunteer teams.
- Recruit, train, and deploy a team of volunteer designers and social media creatives.
- Utilize feedback and analytics to enhance the efficacy of the communication strategy.
- Safeguard the reputation of Pathway Church by monitoring the look and feel of all content, policing the use of church logo and assets, and maintaining an aesthetic that is in line with the culture and values.
- Direct all messaging for Sunday services across campus.
- Highly adaptable and able to work under pressure, creating dynamic content on tight timelines.
- Direct and/or capture the story of what God is doing through Pathway Church with photography, videography, and other visual tools.
- Direct and/or create quality print resources for key ministry areas.
- Develop churchwide and ministry-specific brand guides.
- Create and implement a comprehensive social media strategy that serves to advance the mission at Pathway Church.
- Oversee and manage all social media communication channels; including but not limited to Facebook, Instagram, Youtube, etc.

POSITION TASKS

- Create dynamic visual content for sermon series, upcoming events, special initiatives, and other projects.
- Demonstrate working knowledge of Microsoft Office Suite, MailChimp, Planning Center Online, and WordPress with a commitment to grow in proficiency.
- Possess a strong knowledge of the Adobe Creative Suite (specifically Photoshop, Illustrator, Lightroom, After Effects, and Premier.)
- Possess a working knowledge of DSLR cameras; understands best practices related to photography, videography, lighting, and audio.
- Possess the ability to create content from scratch, demonstrating a strong eye for typography, color, layout, and overall design.
- Demonstrate a strong ability to communicate clearly and effectively in written, verbal, and digital platforms. Continually mentor volunteers for the Communication Ministry
- Prepare annual Communications Budgets and oversee monthly ministry budget and purchasing.

ESSENTIAL ATTRIBUTES

- Highly administrative and creative with an eye for detail
- Possesses strong character, wisdom and discernment.



PATHWAY
CHURCH

- Analytical thinker with excellent organizational skills and a bias toward action.
- A trusted, proven individual with a servant's heart and demonstrated commitment to functioning in a high-performing team, has follow-through ability.
- Be a high-capacity person, able to handle a large diversity of details and projects, in an ever-changing environment.
- Ability to design systems and processes for continuous improvement.
- This role requires you to be on campus, not remotely unless discussed with supervisor.
- Flexible work schedule based on the demands of job