



PENDLETON CHRISTIAN CHURCH

Ministry Description

Title:	Communications Director
Version:	0510123
Classification:	Full-Time
Reports to:	Lead Pastor
Based at:	Pendleton Christian Church
Hours required:	40 Hours Per Week

Ministry Purpose

The Communications Director is a collaborator, problem-solver, and leader. They will create, organize, plan, and implement effective communications messages and strategies for/with the church and community audiences. This individual will partner with church and ministry leaders to convey their vision and communications priorities to appropriate audiences. This position requires a firm grasp of the beliefs, values and strategy of PCC and the ability to align the communication strategies of the church with that vision.

PCC Competencies and Expectations

- Fully embraces the mission, vision, and values of Pendleton Christian Church.
- Champions PCC's Disciple Making Process
- Be reliable, take initiative, and be self-motivated.
- Embrace and adapt to growth, change, innovation and creativity.
- Use appropriate judgment in the areas of discretion, sensitivity and confidentiality.
- Have a healthy, cooperative, and motivating relationship with supervisors, coworkers and volunteers.

Key Responsibilities

- 1. Oversight and Execution of Communications and Marketing** – Works with volunteer teams to create seamless messages that produce simple ways to connect with PCC. This position is responsible for ensuring a consistent experience across multiple touch points.

A. Website

- Manage all aspects of the PCC Church Website. Website should display creative excellence and content is timely, current and appropriate to PCC.
- Manage and maintain archive of messages and downloadable documents.
- Proactively work to make sure PCC maintains an effective presence on the web including style/presence, search engines, new technology.

B. Print

- Deliver excellence in timeliness, accuracy, design, layout and ease of use for print, brochures, signage, etc.

C. Promotions

- Develop systems to organize, prioritize and communicate promotional items related to PCC.
- Create communication strategies to market, inform and promote sermon series, large events and other assigned campaigns.
- Oversee all written materials related to promotions.

D. Social Media

- Create social media presence for PCC including but not limited to Facebook, Instagram and Twitter.
- Manage on-going social media messaging and communication strategies.
- Build followings on various social media outlets.

E. Design

- Lead efforts to design promotional materials related to church-wide activities with a high standard of creativity, excellence and effectiveness.

F. Brand Management

- Monitor the look, vibe and feel of all promotional materials representing PCC.
- Establish and monitor accountability for the appropriate use of logos and images that represent PCC.
- Oversee implementation of PCC style guide (same fonts, terms, etc.)

2. Online Resources, Classes and Other Materials

- Find ways to repurpose and repackage material for an online audience.
- Create simple pathways for individuals or groups to find resources that will aid them in the discipleship process.

3. In House Video

- Work with Creative Team to produce In-House Video materials promotions and products when needed.

EDUCATION, SKILLS, ABILITIES, SPIRITUAL GIFTS:

- Active and growing personal relationship with Jesus Christ, evidenced by action, attitude and behavior.
- Passionate and creative about leading people to Jesus Christ.
- 2-5 years of management experience.
- Proven ability to produce results through people. Must be able to lead / manage and build teams.
- Effective communication skills (written, verbal and interpersonal).
- Ability to multi-task in a fast-paced environment, while maintain good judgement in decision making and prioritization.
- Competency with basic computer software (Excel, Word, Publisher), and Database Software.
- Competency with creative tools for image and video editing.
- Detail oriented.

Ministry Success Factors

Title: Communications Director

Ministry success factors are provided to give the staff member an understanding of what key measurement indicators will be used to first and foremost, move the ministry and church vision forward through this position. If a staff member is meeting the success factors outlined here they can have confidence that they are performing their responsibilities to a satisfactory level.

- Website will be timely and kept up to date with accurate information.
- Social Media presence will drive guests to services and growth opportunities.
- Over time a library of discipleship resources will be developed and maintained for use by the congregation.
- Build and maintain healthy relationships with the church staff and area volunteers.
- Elevate the culture of the staff team.
- Actively discipling someone.
- Meet with supervisor at least 2 times per month to discuss ministry growth points.
- Develop leadership in self and others.
- Grow spiritually by attending regular worship services and other growth opportunities.