

JOURNEY COMMUNITY CHURCH

Communications Director Position Description

Position Summary: to inspire the church family, empower ministry teams, and attract others to the church through helpful communication.

Reports to: Lead Pastor

Works with: Office staff, Ministry Teams

Supervises: Communications Team

Possible SHAPE

Spiritual gifts: Administration, Discernment, Helps, Leadership

Heart: a passion to communicate inspiring stories to others

Abilities: organize, communicate, multi-task, excellent writing skills, listen, motivate

Personality: thoughtful, reflective, creative, engaging, passionate, innovative, approachable

Experiences: writing, leading a team, organizing people, following through on projects

Membership required: Yes

Compensation: TBD. 15 hours/week

Key Responsibilities: to communicate in multiple venues to reach people inside and outside our church through print, email, and virtual video by overseeing the following teams:

Video Team:

- Capture special and significant spiritual moments in our church family on video.
- Prepare short bumper videos for sermon series or events.
- Arrange meetings and develop a plan for those willing to record their faith stories. Also, arrange video recordings for special promotional events.

Social Media Team:

- Create an effective online presence that would be appealing to those on social media.
- Discern a filter for what is published through the public eye.
- Keep up with emails, FB comments, and FB instant messages.
- Promote events and weekly sermon series.
- Continued social media training.
- Utilize more social media outlets such as X (Twitter), Instagram, etc.
- Create a consistent presence on Google with various paid and free ads.

Weekly Communications Team:

- Oversee weekly church email, Text in Church, and social media posts.
- Write relevant, timely, eye-catching, and encouraging messages for the Electronic Message Center.

Marketing Team:

- Put together an overall strategy for marketing JCC to our community, working with the other members of the Communication Team.
- Help market major church events such as holidays (Christmas and Easter) and outreach events (Trunk or Treat, VBS, movies, etc).

Ministry Support Team:

- Identify the needs of ministry teams and coordinate efforts to communicate that need to the church family.
- Discover how to adequately support each team through communications, to help them accomplish their goals and vision.

Bottom Line: Communicate, support, and assist in spreading helpful information and stories inside and outside the church.

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