

Position Description

Title	Communications Director				
Reports to	Executive Director	Direct Reports	Graphic Designer		
FLSA Status	Exempt	Exemption Category	Creative Professional		
Salary or Hourly	Salary	Salary Basis	40 hrs/wk	Timesheet Required	No

Organizational Purpose:

Plan, develop and implement communication strategies that promote Ebenezer Church in order to achieve Ebenezer's mission to transform lives through Jesus Christ as we connect, heal and bring hope to the world.

Essential Functions:

- Develop and implement a communications plan to drive broader awareness and support for the church and its programs.
- Build, lead and manage teams to support all facets of church-wide communications and communication products (print, visuals, audio) on all platforms.
- Facilitate proactive communications ideas, calendaring, and church-wide and ministry-specific initiatives.
- Ensure consistency and accuracy of all things print and electronic, looking for clear communication, brand presence and consistency.
- Manage the church's social media platforms and website content.
- Remain current on creative communications and technological trends and look for opportunities to use this information to more effectively communicate with the community and church family.
- Create, implement and measure the success of a comprehensive marketing and communications program that will enhance Ebenezer's image and position in the community.
- Create and oversee branding guidelines for Ebenezer.
- Develop and manage relationships with marketing vendors (printers, etc.)
- Collaborate with the Director of Technology to produce artwork for video and motion graphic projects.
- Collaborate with worship leaders to develop message-related sermon series graphics.
- Identify current trends in graphic design and promote new ideas to expand the scope of the church's graphic design capabilities.
- Prepare and manage the communications budget.
- Continue to develop and grow personally and professionally in regards to the Christian faith.

Qualifications, Education or Experience

- B.A. or equivalent preferred.
- 3-5 years' experience developing strategy and managing communications via multiple channels for both internal and external audiences.
- Experience managing projects, demonstrating strong project management skills with an understanding of systems and process management preferred.
- Excellent editing, written and verbal communication skills.

- Highly collaborative style, relationship builder with the flexibility and finesse to “manage by influence.”
- Strong track record as an implementer who thrives on managing a variety of key projects concurrently.
- Sincere commitment to work collaboratively with staff and volunteers.
- High energy, maturity and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform via written, oral, and visual media.
- Experience with graphic software, including Adobe creative suite preferred.

Core Competencies

Creating the New and Different: Comes up with a lot of new and unique ideas; Can facilitate effective brainstorming; Easily makes connections among previously unrelated notions; Has good judgment about which creative ideas and suggestions will play out successfully in the congregation and/or community; Is good at bringing the creative ideas of others to fruition.

Getting Organized: Can marshal resources (people, funding, material, support) to get things done; Develops schedules and task/people assignments; Breaks down work into the process steps; Can orchestrate multiple activities at once to accomplish a goal; Uses resources effectively and efficiently; Anticipates and adjusts for problems and roadblocks; Evaluates results; Arranges information and files in a useful manner.

Managing Volunteer Teams: Is a good judge of talent; Can articulate the strengths and limitations of people; Provides the information people need to know to do their jobs and to feel good about being a member of the team; Provides individuals with timely information so they can make accurate decisions; Clearly and comfortably delegates both routine and important tasks and decisions; Lets people finish and be responsible for their work; Tends to trust people to perform; Shares wins and successes; Fosters open dialogue; Creates a feeling of belonging in the team.

Building Effective Staff Teams: Blends people into teams when needed; creates strong morale and spirit in his/her team; shares wins and successes; fosters open dialogue; lets people finish and be responsible for their work; defines success in terms of the whole team; creates a feeling of belonging in the team.

Making Complex Decisions - (In a changing environment): Can effectively cope with change; Can shift gears comfortably; Isn't upset when things are up in the air; Can comfortably handle risk and uncertainty; Learns quickly when facing new problems; Analyzes both success and failures for clues to improvement; Is excellent at honest analysis; Looks beyond the obvious and doesn't stop at the first answers; Looks toward the broadest possible view of an issue/challenge; Can discuss multiple aspects and impacts of issues and project them into the future; Uses rigorous logic and methods to solve difficult problems with effective solutions; Most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; Sought out by others for advice and solutions.

Approachability: Is easy to approach and talk to; Spends the extra effort to put others at ease; Can be warm, pleasant, and gracious; Is sensitive to and patient with the interpersonal anxieties of others; Practices attentive and active listening; Has the patience to hear people out; Can accurately restate the opinions of others even when he/she disagrees; Is an early knower, getting informal and incomplete information in time to do something about it.