



3350 Baldwin St.
Hudsonville, MI 49426
www.chapel-pointe.org

Job Title: Communications Director

Reports to: Connections & Development Director

Full-Time: 40 hours per week (occasional evening and weekend hours required)

Overview: The Chapel Pointe Communications Director is responsible for directing all communications of the church. Specifically, this person *empowers and guides a team of staff/volunteers* to develop and implement communication strategies that ensure the timely, creative and effective communication of our vision, ministries and programs. This person is part originator and part implementer - one who pushes existing designs, words and experiences to be better. This leader is willing to get his/her hands dirty and is passionate about the connectedness of our staff, leadership, congregation and community.

Parameters: This is a full-time, professional position. Leadership will set the salary and accompanying benefits, as appropriate. Salary and employment benefits will be consistent with church policies.

An annual review will be provided as well as ongoing coaching and feedback as this position at the church continues to evolve. The Communications Director must adhere to employee policies and guidelines of the church and be in full agreement with and support of its mission. This position will also be expected to become a church member.

Responsibilities/Skills

Strategic Communications

- Serve as an engaged, positive and collaborative part of the CP Team
- Coordinate with the pastors/staff for strategic communications planning
- Translate our vision, ministries and programmatic strategies into communications plans, messages and materials that inform/engage church audiences across multiple media and platforms
- Oversee communications to/with staff, leadership, the congregation and community
- Create strategies and systems for internal and external communications, including supporting items from the Lead Pastor and/or Elder Board
- Be a catalyst for the elevation and execution of ideas

Relationships and Management

- Act as an advocate for creative and clear communications in leadership settings
- Develop, maintain and implement processes, project management tools and standards which enable effective communication flow
- Educate staff, ministry leaders and others in the congregation about procedures and processes for communicating church messages effectively
- Connect with staff and ministry leaders on a personal level to understand their ministry needs/requests
- Provide leadership to build, manage, train, develop and empower a communications ministry team of volunteers/staff who are responsible for content and communication creation

Communications Planning and Tactics

- Determine communications project agendas, priorities and timelines
- Monitor execution of all messaging to ensure quality, accuracy and consistency of the Chapel Pointe brand/voice across multiple platforms
- Strong writer, editor and proofer for a variety of vehicles/purposes (print and digital)

Design/Creativity

- Sets a standard for the maturation and use of the Chapel Pointe brand
- Has a working knowledge of design principles
- Able to direct, communicate and partner with designers to brainstorm and create engaging tools that are on-brand

Web/Content Strategy/Social Media

- Will develop an overall strategy for online engagement including website and social media
- Ability to manage and empower a team that maintains web content and social media presence

Print

- Ability to manage and empower those who develop print pieces, including collateral (letterhead, business cards, etc.), programs, flyers, banners, guest materials, newsletters, etc.
- Will regularly evaluate publications to determine effectiveness and initiate reorganization and redesign when appropriate

Verbal/Multimedia

- Will coordinate with pastors and leaders regarding worship service communication guidelines, including announcements and use of multi-media (videos, slides, etc.)
- Will help in the decision-making and offer creative direction about weekly announcements and related promotions (what is shared, how it is shared, artwork to be used, etc.)

Physical space

- Can provide general oversight of lobby/common area appearance and communication/promotion pieces in these areas
- Will manage signage and displays for facility

External/Other

- Will oversee all external communication, including marketing, advertising and outreach efforts through web/online, print, direct mail, etc.
- Can serve as public/media relations contact as designated by the church leadership
- Ability to identify opportunities for the church to communicate its message externally through the news media (press releases, publicizing events, creating events of interest, etc.) without compromising that message
- Can coordinate severe weather policy and communications
- Manage quality and timeliness of related vendors

Qualifications

Christ Follower

Demonstrates a love for Christ and a desire to continue taking next steps in a relationship with Him

Character/Conviction

Sets an example for others via this role; exhibits Godly character & convictions (Galatians 5:22-23)

Chapel Pointe Enthusiast

Church home is Chapel Pointe (or will become so, if hired); is in agreement with Chapel Pointe's vision to be *transformed followers of Jesus, passionately responding to God, rooted in prayer and equipping disciples.*

Communicator

Shares "the why" behind the processes and invites others to join in

Leader

Shares the vision and expectations with teams, volunteers and staff; a self-starter

Strategic Thinker/Collaborator

Desires buy-in and teamwork with the ability to make decisions and initiate change; role requires working with many individuals/teams

Organized

Processes emails, phone calls, meetings, and information in a timely and forward-moving manner

Humble

Open to working with others and coachable; focused on God, not on self

Additional Information

Chapel Pointe Communications Tools

Experience with or willingness to learn the following tools:

- Social Media: Facebook, Instagram, YouTube, and others as needed
- Design: Adobe Creative Suite
- Website Content Management: Wordpress
- Church Community Builder (web-based church management system)

Preferred Experience (*not required*):

- Multi-site church
- Graphic design
- Supervision/leadership

Applications will be accepted through Friday, February 8th. To express your interest, please complete an employment application at <https://bit.ly/2LpliU3>