



Job Description and Qualifications

JOB TITLE:	Director of Communications
DEPARTMENT:	Communications
CLASSIFICATION:	Full-Time (40 hours/week)
POSITION STATUS:	Exempt, not eligible for overtime
REPORTS TO:	Pastor Larry Hackman
DATE:	August 2016

PURPOSE:

Every church has a story, and that story is related to the mission of the church. The Director of Communications (DoC) serves as a kind of Chief Storyteller, making sure that what the church “says” (communication) is coherent, unified, and leading to the same ending (the mission). The church communicates through print, web, social media, as well as audiovisual media, all areas the DoC is responsible for. The DoC is a strategic position, requiring a grasp of church ministries and mission that involves collaboration and team work.

Primary Duties

- Oversees Communications and provides leadership to CHPC in all areas of marketing, communications, social media, and some audio visual needs.
- Creates, implements and evaluates CHPC’s communications plan to provide support in pursuing the mission of CHPC to make disciples.
- Protects and maintains the CHPC brand by providing marketing guidelines and practices.
- Identifies and implements appropriate communications vehicles to create momentum and awareness of CHPC programs and ministries.
- Collaborates with all Staff to meet their needs and identify opportunities to help programs and ministries thrive through various media channels with proper audio visual support.
- Manages the CHPC website, app, and other web channels and continually updates and improves based on organizational need and industry trends.
- Oversees all print and multi-media marketing design and materials; ensures they are consistent with the CHPC brand identity and that they achieve our mission.
- Leads Communications volunteers and staff and provides coaching, mentoring, guidance and feedback to support professional development and encourage collaboration with all staff.
- Develops and maintains the Communications budget.

KNOWLEDGE/SKILLS:

- Personal faith in Jesus Christ and a theology consistent with the mission of Chapel Hill Presbyterian Church
- Highly collaborative with the ability to identify alternate solutions when necessary
- Excellent writing/editing and verbal communication skills
- Ability to work with a diverse group of individuals, all with different knowledge levels
- High attention to detail
- Ability to be flexible within guidelines and processes

- Ability to handle multiple projects, oftentimes with tight deadlines
- Ability to learn and adapt to new multimedia tools as they become available
- Knowledge and familiarity with creative software, as well as technical audio and video equipment

EDUCATION/TRAINING:

- Bachelor's Degree preferred, but not required
 - Minimum 3 years experience in communications or AV with a strong focus on marketing
 - Preferred experience overseeing a marketing, communications or AV team
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