



## Communications Director

**Reports to:** Executive Pastor

**Works with:** Executive team, Pastors, Directors, various other staff

**Profile:** The Communications Director will create, organize, plan and implement effective communication messages and strategies to support Northeast Bible Church in conveying our vision and priorities to appropriate audiences, both internally and externally.

### Core Responsibilities

- Partner with the Lead Pastor, Creative Arts Director, and Worship Pastor in creative brainstorming of worship arts components for use in the weekend worship experience
- Develop an annual plan and budget for Communications and Marketing
- Develop and mentor emerging artists, team members, and leaders
- Recruit and empower volunteers to serve in their gifting, such as graphics, web and communications
- Design and implement effective communications and marketing strategies for all church-wide projects
- Oversee development of graphics for all communications pieces to include print, web, signage, social media, etc.
- Coordinate with the necessary vendors to see projects through to completion
- Serve as brand manager for Northeast Bible Church ensuring consistency throughout ministries and mediums
- Create and manage systems and processes for the successful execution of marketing campaigns
- Write basic copy for communications pieces in cooperation with ministry leaders
- Oversee the church's social media channels (Facebook, Twitter, Instagram, etc.)
- Oversee the church's website (to include mobile site and weekly guide)
- Review and approve all projected media for all main services (pre-rolls, ProPresenter, etc.)

### Qualifications

- A deep love for Jesus Christ and people from all walks and backgrounds
- A heart for those who are far from God and searching for their spiritual significance in Him
- Leadership abilities that thrive in a team-based environment
- Creative vision; understanding how visual and written expressions engage and influence people
- A desire to network in the community of artists and communication professionals
- A heart to develop artists to continually expand the influence of their ministry and the team
- Strategic and logistical abilities needed to manage the workflow, timelines and other dynamics for marketing
- Strong personal communication skills, attention to detail and ability to manage competing priorities
- A strong understanding of graphic design essentials, including composition, unity, need for information, layout, call to action, etc.
- The ability to clearly communicate with staff members and vendors to meet design and marketing goals
- The ability to anticipate needs without oversight, focus on tasks at hand & efficient follow through



- A teachable mindset; always seeking to develop personally and professionally
- Commitment to spiritual integrity, moral purity, and healthy relationships
- A minimum of two years of communications and or graphic design experience
- Expertise in Adobe Creative Suite (Illustrator, Photoshop, and InDesign), Wordpress, and social media applications
- Bachelor's Degree or equivalent in graphic design, marketing, or a related field

### **Additional Staff Responsibilities**

- Participate in all scheduled staff meetings and staff development times
- Serve as a source and resource to other ministries in developing of communication strategies
- Work closely with all ministry leaders and ministries, continually looking for ways to ensure consistent messaging and brand through Northeast ministries in communication and media
- Commitment to Northeast through regular attendance, participation in a Life Group and giving
- Serve on our team with a passion for ministry and a desire for excellence
- Positive, patient, friendly and professional attitude, and demeanor
- Agreement and commitment to Northeast's Statement of Faith, mission, vision, and values
- Additional projects and responsibilities may be necessary as requested by Lead and/or Executive Pastor.

Note: The Communication's Director is an exempt position and responsibilities will be fulfilled in approximately 40-50 hours per week.

Job descriptions at NEBC are fluid - meaning this job description represents the minimum expectations when it comes to tasks and areas of ministry. The staff of Northeast Bible Church work as a team and there are numerous other tasks that will require the participation of the person holding this position.

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Employee Signature

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Date

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Supervisor Signature

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Date