

**Position Description**  
**Director of Communications**

**Type:** Full-time, salaried, exempt

**Time:** 40 hours per week

**Reports to:** Pastor/Head of Staff

The full-time Director of Communications is charged with creating, managing, coordinating and (when applicable) posting or publishing graphics, print, video, website, newsletter, and social media content.

**Preferred Skills:**

- Excellent communicator
- Engaging, inventive and inspirational writer
- Keen sense of design, communication strategy, and ability to align design with the church vision
- Demonstrated confidence with the office suite, website content management, email marketing, social media networks, videography and emerging communication technologies
- Strong organizational skills; attention to details and deadlines
- Capable of following up and leading efforts to refine procedures and processes
- Respectful of church community and leadership

**Responsibilities:**

- 1. Lead a comprehensive communications strategy for the church, in coordination with ministerial staff and any applicable church volunteers, working to create and enhance connections among church members and church community**
  - A. Be proactive in creating, recommending, gaining approvals for, and executing communication strategies that include print media, website, social media, video, signage, radio, advertising, and limited media relations
  - B. Maintain current standard of weekly and periodic production of media content
  - C. Work with other church leadership to develop new ways to communicate to members and potential visitors about life at Northridge and our work in the world
  - D. Manage the church's videography and podcast
  - E. Manage Realm invitations and usage
- 2. Assist in Managing the Northridge Community Vision (Brand)**
  - A. Work with all staff and lay leaders to ensure uniform appearance to all communications that adheres to the Northridge Community Vision
  - B. Provide visual resources to others as needed to illustrate the brand
- 3. Assist in producing weekly worship and worship collateral**
  - A. Work with ministry staff and office manager to produce weekly worship materials
  - B. Serve as editor and stylist of collateral, including cover art
  - C. Serve as an editor of the website news and dissemination through social media

- 4. Manage church social media presence, including YouTube, Facebook and Instagram**
  - A. Create and post regularly YouTube and Facebook content
  - B. Create and post Instagram content daily
  - C. Oversee video ministry, assisting in production of weekly worship livestream and other video productions, video clips and other related media
  - D. Coordinate with ministry staff, church committees and volunteers to ensure consistency of style and content across all platforms
  - E. Coordinate with ministry staff, church committees and volunteers to create event notices and other promotions
  - F. Manage the livestream and volunteers who operate livestream on a Sunday morning.
  - G. Oversee podcast production as required
  
- 5. Oversee the church website**
  - A. Give overall direction to maintenance and styling of website, ensuring functionality and timely content based on developed style guidelines
  - B. Coordinate and provide current content
  - C. Anticipate, recommend, and lead efforts to create new content as needed
  - D. Ensure consistency in appearance, editing and styling
  
- 6. Create promotional material**
  - A. Collaborate with ministry staff, church committees and communications task force to create needed posters, cards, placards, advertisements and collateral pieces for all events and initiatives
  - B. Assist in creating materials for marketing and outreach
  - C. As necessary, create needed materials for strategic planning teams and stewardship promotion
  
- 7. Media relations**
  - A. Manage inbound media requests
  - B. Train and educate other staff and lay leaders as needed for media relations
  - C. Assist with communications strategy in any time of crisis
  
- 8. Manage campus signage**
  - A. Create content for outdoor banners and other exterior signage aligned with style guidelines and community vision
  - B. Work with appropriate teams to review and enhance interior signage (e-signage messaging, banners, and wall) as needed
  - C. Maintain consistency in style across campus