



# Creative Worship Arts Communications Director Job Description

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Position Title	Department/Ministry/Location
Communications Director	Communications/ Main Campus
Supervisor Position Title	Weekly Hours
Creative Worship Arts Pastor	40 hours
Position Status/ Classification	Ministerial Status
Full-time/exempt Salary	Non-ministerial

## Position Summary:

The Communications Director oversees the creative communication process, including brand strategy, content management, communication environments, overall promotions, and social media. This includes the coordination and execution of communicating the vision and heart for the local community and beyond to a broad audience while keeping with County Line’s branding and style guides. Strong graphic abilities and a heart for people to know Jesus is necessary.

## Essential Duties and Responsibilities:

The essential functions include, but are not limited to, the following:

- Provide leadership and coordinate the abilities of direct reports to meet timelines, achieve projects, and complete tasks with excellence. Projects and tasks may include the following:
  - Overseeing the Planning Center communication inboxes, registration flow, and ministry follow-up processes.
  - Coordinate and execute monthly handout cards.
  - Coordinate and execute bi-monthly email newsletters and restroom stall hangs.
  - Coordinate ministry event registrations, attendee communication, and logistical support.
- Plan, create, and implement all social media.
- Manage internal communication systems and ministry request communication workflows.
- Oversees communication and ministry promotional plans to the congregation, including announcements, emails, social media, and print materials such as signage, flyers, handouts, and event materials.
- Overseeing the timely development and execution of ministry requests, plans, campaigns, website, and projects to ensure that goals are achieved with the assistance of the design company.
- Ensure website content is executed in a timely manner with the assistance of web developers.
- Participates in creative team meetings and implementation of ideas.

- Developing brand awareness and community promotion initiatives for current and future campuses.
- Provide oversight for promotional videos.
- Develop ideas for expanding the reach of sermons.
- Oversees live stream services, hosts scripts, etc.
- Utilize various communication media to reach a broad audience.

**Minimum Qualifications (Knowledge, Skills, and Abilities):**

Education and Experience:

- Three to five years of experience in Marketing, Promotions, or Social Media in a professional or related field.

Knowledge and Skills:

- Relates well to all types of people and works well within a team approach.
- Experience writing, editing, and crafting content for various platforms, including websites and social media.
- Demonstrable experience with social media platforms including, but not limited to, Facebook, Twitter, Instagram, etc.
- Reflects a professional image and church standards through dependability, appearance, and attitude.
- Ability to manage and oversee budgets and resources to achieve outcomes.
- Must have a solid ability to use and learn technology related to communication, organization, scheduling, and planning.
- Must have strong creative writing skills to assist with writing scripts, content, and other ministry materials.
- Prior experience with marketing and strategy creation and implementation.

Licenses, Registrations, and Certificates:

- Must have a valid driver’s license.

**Spiritual Requirements:**

- Recognizes Jesus as Lord and Savior and demonstrates that with a Christ-centered lifestyle.
- Agreement with County Line’s Statement of Faith
- Adheres to County Line Staff Lifestyle agreement.

**Physical Requirements:**

- Ability to stand for at least 30 minutes at a time.
- Ability to lift 20-30 lbs.