



## DIRECTOR OF COMMUNICATIONS

Providence Church, located in North Raleigh, was founded in 1978 as a church plant with a handful of people and has grown to over 2,000 attendees on weekends. Known as a faithful, equipping church, the mission of Providence has always been to introduce all peoples to Jesus Christ and grow them up to love and worship Him. The Communications team exists to tell the story of what God is doing in and through our church and put Jesus on display.

### ROLE SUMMARY

The role of the Director of Communications is to oversee the church communication strategy of Providence Church under the direction and leadership of the Executive Pastor. This will require a firm grasp of the beliefs, values, and strategy of Providence and the ability to align staff and key leadership teams with its mission, vision, and values. The Director of Communications will lead all components of communications and marketing to add inspiration, motivation, and clarity to church messages.

### RESPONSIBILITIES

#### 1. Modeling Biblical Priorities

Responsible for upholding Biblical priorities and core values of Providence. The Director of Communications should represent a growing, personal relationship with Christ. The Director of Communications models a strong relationship with his or her spouse (if married) and children (if applicable). The Director of Communications strives to fulfill his or her purpose in life and ministry while demonstrating integrity in words, relationships, and actions. These objectives are accomplished by:

- Committing to a daily quiet time with God
- Participating in a Providence small group on a regular basis
- Setting appropriate boundaries to protect character and integrity
- Developing personal evangelism opportunities within and outside the church
- Supporting the ministries of Providence by faithfully giving at least 10% of gross income
- Adhering to and encompassing the qualities and characteristics required of Providence employees, as defined by the Staff Handbook

#### 2. Managing Two-Way Communication Flow

Responsible for creating an environment that provides two-way communication between the congregation and church leadership. These objectives are accomplished by:

- Removing barriers that keep people from connecting
- Becoming a student of the changing audience Providence is trying to reach
- Evaluating messages and materials in the context of guest perspectives

- Studying, learning, and communicating new trends happening in the congregation
- Uncovering audience needs and communicating next steps to help them meet them
- Developing relationships across the organization's stakeholders to develop communication strategies and tactics for new approaches
- Staying in touch with audience and leadership team simultaneously and conveying clear messages to both
- Maximizing communication at Providence that attracts people to the message and removing anything that repels them

### 3. Oversight and Execution of Communications and Marketing

Creates seamless messages that produce simple ways to connect with Providence. The Director of Communications is responsible for ensuring a consistent experience across multiple touchpoints:

#### *Website*

- Manage all aspects of Providence related websites. Websites should display artistic and creative excellence and content that is timely, current, and appropriate to Providence
- Evaluate and establish standards of scope, technology, distribution, promotion, and operational efficiency for all web functions
- Manage and maintain audio/video podcasts and downloadable documents
- Lead all efforts related to the creation and development of all websites (may create and develop websites internally or work with web development companies)
- Monitor success through an established set of metrics (ex. increased website use, etc.)
- Proactively work to make sure Providence maintains an effective presence on the web including style/presence, search engines, and new technology
- Assist Senior Pastor in blog sites, e-newsletters, and other web related issues

#### *Print*

- Deliver excellence in timeliness, accuracy, design, layout, and ease of use for print brochures, signage, surveys, direct mail, and custom media

#### *Promotions*

- Develop systems to organize, prioritize, and communicate all related promotional items
- Create communication strategies to market, inform, and promote teaching series, big events, and other campaigns assigned
- Oversee all written materials related to promotions

#### *Social Media*

- Create social media presence for Providence including, but not limited to, Facebook, Instagram, and Twitter
- Manage on-going social media messaging and communication strategies
- Build followings on various social media outlets

#### *Design*

- Lead efforts to design all art and promotional materials related to church-wide activities with a high standard of creativity, excellence, and effectiveness
- Network with paid and volunteer artists to develop graphic designs

### *Video*

- Work closely with Providence video team to produce creative and effective promotional videos: concept, scripting, video shoots, editing, and post-production
- Strategize creative tactics to use video to promote and send the message Providence may want to communicate to the church and the world

### *Worship Arts*

- Work in tandem with worship arts team to create consistency in messaging from the front door to the back door
- Develop creative ways to communicate desired messages with the worship audience
- Join brainstorm and creative sessions in developing worship series and programs

### *Brand Management*

- Monitor the look, vibe, and feel of all promotional materials representing Providence
- Monitor and establish accountability for the appropriate use of logos and images that represent Providence
- Create policy and procedures related to media relations
- Oversee implementation of style guide (same fonts, terms, etc.)

### *Media Relations*

- Create positive relationships with local and national media
- Oversee efforts related to securing or responding to media attention
- Develop policy and procedures related to media relations

## 4. Staff Supervision and Development

Provides leadership to the communications team. The Director of Communications will lead, evaluate, and mentor existing communications staff and volunteers and prioritize future staffing needs. Includes the following responsibilities:

- Supervising the communications team in day-to-day operational activities
- Overseeing the training and development of the communications team
- Recruiting and empowering volunteers to deliver excellence in timeliness, accuracy, design, layout, and ease of use (artists, designers, photographers, writers, etc.)
- Maintaining a strong network of relevant professionals – writers, designers, creative directors, developers, and production managers
- Developing ministry partnerships with outside vendors that share Providence's commitment to excellence

## ESSENTIAL ATTRIBUTES

- Creative – able to think out of the box and design communications that get the attention of the culture
- Strategic – a gift to see the big picture and design systems that make all the pieces fit together
- Loyal – believes in the vision and tenaciously communicates it
- Organized – ability to spin multiple plates while managing time and meeting deadlines
- Progressive – innate sense of where culture and technology is headed with the discernment of when to change

- Practical – make sure, in the midst of creativity, art, and design, people get the message
- Intuitive – can trust their gut and know if something will work within the context of the culture
- Communicator – can naturally translate concepts and communicate clear messages through art and words
- Influencer – relationally connects and influences others to jump on board with new ideas
- Good Eye – an inherent sense of what artistically works when directing graphic, web, and video design/production

## QUALIFICATIONS & REQUIRED SKILLS

- A heart for the local church, a growing relationship with Jesus Christ, and a passion to use communications to reach others
- Degree in communications, media, or related field, or at least 5 years' experience in communications
- Proficient in Creative Suite programs, such as Photoshop, InDesign, and Illustrator
- Excellent written and oral communication skills
- Proven ability to take projects from beginning to end
- Organized and able to manage multiple projects
- Action-oriented and displays focus, passion, and initiative. Takes appropriate action when something needs to be done
- Relates well to all kinds of people, builds effective relationships, communicates effectively both interpersonally and corporately
- Organized, creative thinker, and highly productive, working in a fast-paced environment
- Committed to improvement, seeks constructive criticism, understands strengths and weaknesses